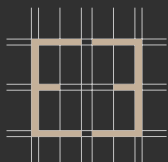
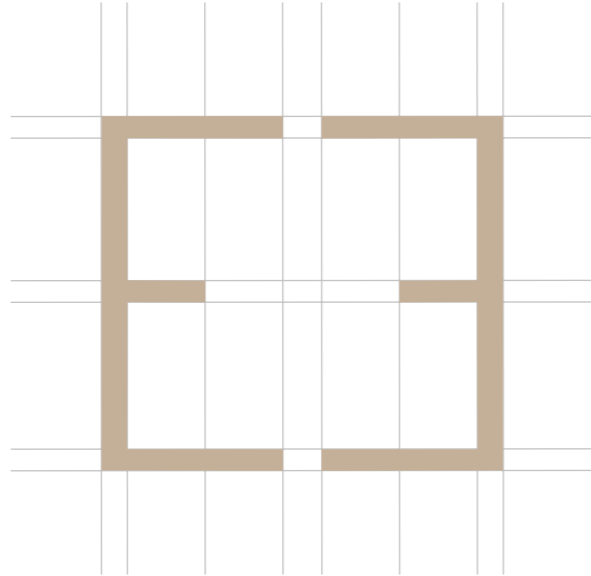


Marco Crespi
Interior
Design

ETEREO /
CONTEMPORARY
HOSPITALITY
FOR FASHION

A.A. 2018 / 2019





ETEREO

CONTEMPORARY
HOSPITALITY
FOR FASHION



ABOUT

ABOUT

a project curated by
Marco Crespi



Etereo is a pilot project regarding fashion hospitality, exhibition & retail. It is located in the north-west Lombardy territory, specifically in Legnano, one of the most rapidly grown and important city of the region, known for its manufacture history and for what regards the world of couture.

This work came from the idea to export the world of fashion from its own capital (Milan), which is by now overcrowded and congested, to the territory of the region creating a new smart fashion pole, offering unique experiences fashion-oriented for the contemporary Millennials target, always connected and looking for an experiential travel.

Regione Lombardia, which gave its contribute during the analysis part, has shown a particular interest for the challenging project, which takes place in the province and not in Milano. The tourism assessor Lara Magoni has been promoting the Lombardy's territory

and its "Hidden treasures" by several years with the "SLOW Tourism" campaign, in particular with the last XI legislature, which is a program of intervention to valorize the territory through different drivers: one of them is the fashion sector, for which Lombardy is at the top level in Italy for regional turnovers. The program's supporting points are: the innovation, the stakeholders contact, the promotion of fashion as a driver of territorial marketing through events able to attract people in all the region, not just in Milano.

Etereo aims to give shape to this legislative program. It is a new smart city of fashion, characterized by intelligent building technology in strong relation with the customers' contemporary needs, a business link with the companies of the northern territory; It offers to the target of Millennials a brand new type of experience, more social, connected, sustainable.

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01



ANALYSIS

.01 ANALYSIS / HOSPITALITY & TOURISM

Recent years have seen globalization bring a rise in tourism, both for holidaying and for work, as well as in increasingly hybrid forms, such as bleisure.

A lot of new models of hospitality came out, giving to the user a wider range of possibilities to choose among. Between the most traditional ones and the newest structures there are the hybrid ones, such as the Boutique Hostel.

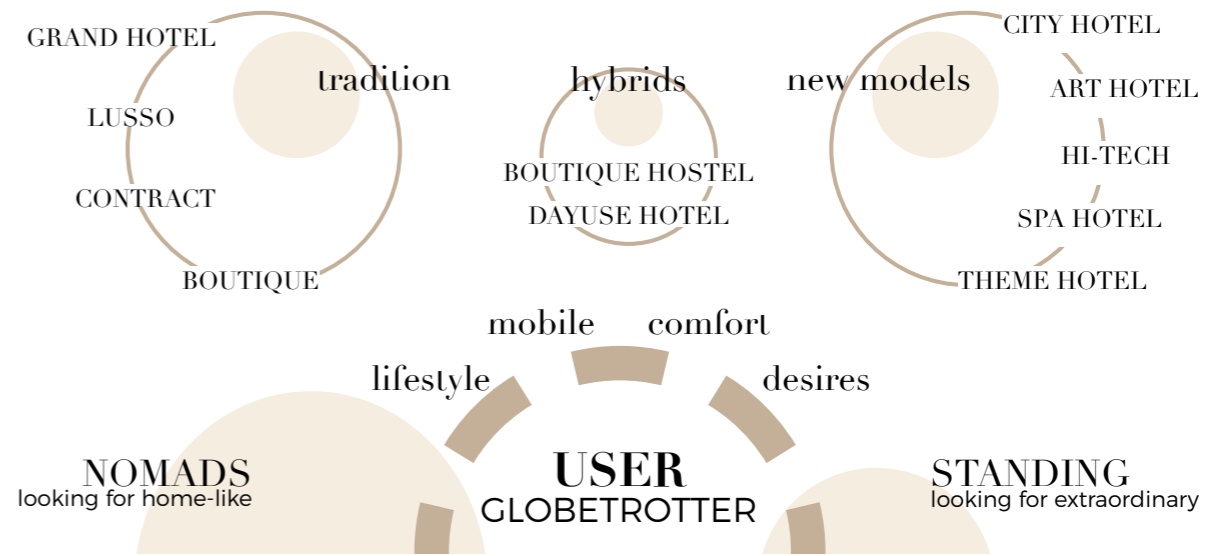
These new scenarios have been deeply influenced by our new mobile lifestyle, which has

led us to new comforts, desires and needs.

The society has been split in two:

- On the one hand we have the nomads looking for a comfort space to call home, a kind of people usually far away for working and business reasons;
- On the other hand we have the standing ones looking for something extraordinary, an experience different from their routine.

The hospitality model chosen for this project is the **boutique hotel** with many services added.



From “xenia” to hospitality / history

1. Hospitality is the food, drink, and other privileges which some companies provide for their visitors or clients at major sporting or other public events;

2. Friendly and welcoming behaviour towards guests or customers.

3. Hospitality means the chance to offer to one or more people the chance to stay temporarily in a place different from their home. It is a term which is suitable to cordiality manifestation, generosity, tolerance.

The definitions of the hospitality up above do not belong to the modern world, since today hospitality is a more based on the business and the global market which moves around. It is possible to imagine the scene: the clients getting inside the structure, the manager, really well-dressed, waiting for them to come along to give them the informations about the place, the timing of the breakfast and the main courtesy lines.

But in the past to be a guest had another value, a spiritual one and at the same time a

social and relational one, without thinking to the mere earnings.

The word “guest”, in Italian “ospite”, comes from the latin word “hospes”, from which comes from also the word “hostis” / nemico / enemy. The first one used to indicate a persone who knocks to the door in a favorable condition, whilst the second one in hostile one. So, the first person could have to make a request of staying inside the propriety; the verb “hostire” was given the meaning of exchange/in return, action which

has to move the guest to donate an object to thank his lord for the received hospitality.

Looking at the pas it is possible to see a certain difference between the greek concept of hospitality and the roman one:

For the greeks, hospitality was resumed by the word XENIA, a cohabitation civil rule, an honor for the head of the family, who was supposed to be driven by a unconditional act of friendship and generosity towards any stranger. There were some rules though:
/ the lord respect;
/ the guest respect;
/ the goodbye gift given by the guest.

It is possible to consider it a not signed agreement due to the strong belief that the guest was in reality a god hidden by the aspect of a man. The greek god Zeus was usually indicated with the name of Xenios to indicate his attribute of guests protector and

guarantor of the xenia. This shown how the hospitality concept was deeply considered in a spiritual way, converting it into a moral and religious duty.

For what regards the romans and the concept of hospitality, it was founded on the legislative form through the sign of a contract, called “tessera hospitalis” on which the names of the guest and the host were written. The host used to invite the guest to stay in his own house in exchange of the same favor in his own city of birth.

Greeks believed in religion, roman believed in the law. Nowadays people believe in money. But at the same time the new travelers are looking for experiences, new places to visit and stories to be hold in their memories and giving something more to our knowledge to improve ourselves and know better our person too.

“The hotel is the castle of the middle class”

/ Hans Magnus Enzensberger / philosopher /

Hotellerie origins / history

The hospitality field has changed a lot in the last decades, and it received a consistent economical push also due to the technical innovations and materials discoveries. Especially in recent years there has been some move in the foundation of new models of hybrid hospitality, different from the traditional ones. This changing has led to an attitude and evolution of the contemporary way of living a space. The user evolved into a "nomade animal". As a consequence there is the mutation of the social and cultural functions.

The Hotel origins can be traced back to the civilization. "Albergo" comes from the gothic "aribergo", which was a militar accommodation.

But to talk about hotel we have to wait until the romans, the first ones to build thermal

baths (England, Switzerland, Middle East) and palaces with the function of accommodation for businessmen and political men. In the Middle Ages inns, monasteries, cloisters were the first buildings to become a refuge for the travelers.

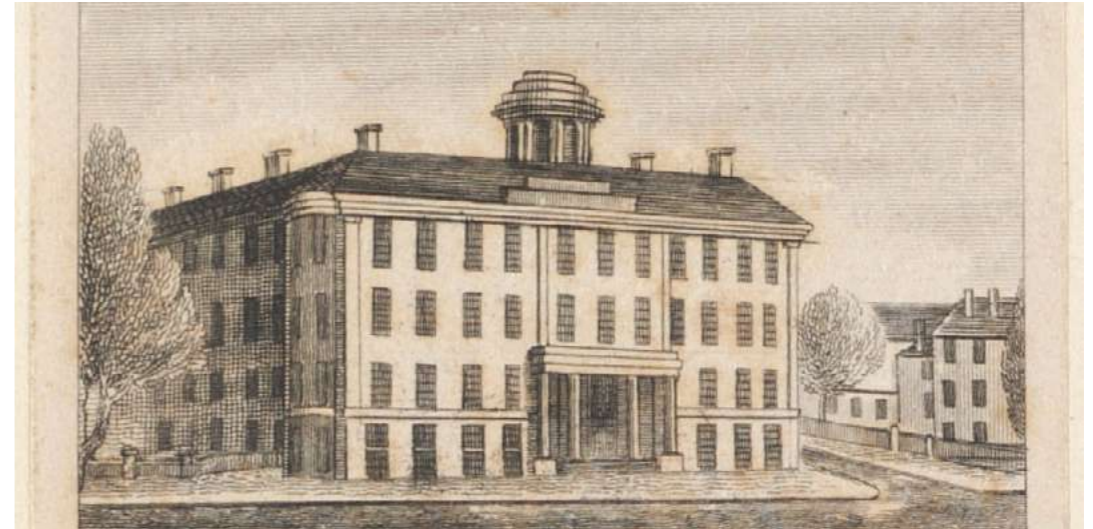
In the XV century, in France and England, the hotel industry started up. This structure were composed by an inner court with an arch portico doorway; the back side was the storehouse and stables for the animals and tanks. The kitchen and the main hall were in the frontal side of the building. The bedrooms were at the sides of the court, in the middle of it there were the bathrooms, accessible to everyone.

But with the advent of the industrial era, middle 700', the hospitality activities starts to flourish, thanks to the railways, which

in this page:

TREMONT HOUSE
BOSTON, 1830

BUILDING'S FACADE
FIRST HOTEL WITH BATHROOMS INSIDE THE STRUCTURE



increased the traveling opportunities in Europe and also America. In the 1820 in London is founded the St James's Royal Hotel, in 1830 the Tremont of Boston, first luxury hotel in the city center with bathrooms inside the structure.

The idea of "holiday with the family" by the seaside starts to be spread, especially long the italian and french coasts. Also in Venice, romantic and fascinating city, in 1822 the second floor of Palazzo Dandolo is transformed into a luxury hotel. The Hotel Danieli, whose name coming from the palace tenant Giuseppe Dal Niel, very soon he was able to buy the entire structure and to restore it make it become one of the most famous hotel for the intellectuals meeting in the tea rooms.

Two historic experiences were the basis

contributes to the traditional models of hospitality we all know:

/ The Grand Hotel ho the XX century, born from the genius of Cesar Ritz, rich Swiss businessman of the homonymous chain of hotels. The most famous ones are the Savoy and the Carlton of London and the first palace in Paris, opened in 1898. This is the starting point of the modern concept of hotellerie, characterized by a numerous luxury hotel rooms, the removal of the table d'hote (dining table) substituted by side tables; the introduction of the french kitchens adorned like the old imperial courts.

/ The big American chains of the XX century, which contributed to the developing of the actual traditional standards, usually characterized by huge halls and big common spaces to surprise the guests from the

right pic:

HOTEL RITZ, PARIS
CEASAR TIRTZ, 1898



entrance. The hall becomes covered square, meeting point and stories braiding. The chains model is the switch point to the hospitality industry and the image of hotel as a machine. But it has to be considered also the territory and the cultural context. In fact the chain model did not have a big follow in Italy, where the hospitality managing system was more a family-business thing. In the 80s a revolution took place. From big spectacular spaces, to the research of intimacy and cure of the details: it was the boutique hotel's birth. Details and identity were the two keywords, it was founded by a couple of businessmen from NYC, who founded their group Studio54 and the Hotel Mongans, dedicated to the yuppie generation, who refuses the mainstream and traditional way of thinking and is looking for something glamour and exclusive. The second

example was designed by a young Philippe Starck in 1988 the Royalton of NYC.

In 1995 the first boutique hotel managed by an international chain is the starting point of the standardization of this phenomenon which was at first reserved to a strict elite.

From the new millennium there was the loss of meaning of the term boutique hotel, due to the spread of the title with a marketing aim to identify every single structure with a contemporary design, taking the distance from the strong concept of identity, already lost.

In conclusion, the future hospitality model is deeply-rooted and related to the place and timing of the project realization.

top pics:

MORGANS BOUTIQUE HOTEL
NYC, RE-DESIGNED, 2008



bottom pic:

HOTEL ROYALTON, NYC
PHILIPPE STARCK, 1988



Tourism / philosophy

In this way the philosopher Francis Bacon explains the travel's function in our lives with the double role of life mentor and memories giver.

This definition could be considered the tourism manifesto, but to see this concept actualized the 1800 has to be waited for the organized travels and the firsts resorts. In the next century, with the mass tourism it will lose its halo: standardized journeys for all, without any new feeling. Today is easier to travel thanks to the online booking: tourism can be to go skiing in a famous mountain locality, to go in a seaside resort, like Rimini, to

go to a theme park like Eurodisney or recently to go cruising. The exasperation of this mass tourism model provokes the over-tourism, which can represent a danger for the environment and the local equilibrium.

So, following a ecological and social justice policy, in the respect for the environment and the cultures that are living there it is talking about Sustainable Tourism, which understands the centrality of the hosting local communities and their rights to be protagonist of the sustainable touristic growing of their own territory.

*“Travel, in the younger sort, is a part of education;
in the elder, a part of experience.”*

/ Francis Bacon / of travel essay / 1625 /

Tourism / Globe / Italy / Lombardy / experience

Tourism is a pillar of the global economy and the value of the tourism field is 10,3% of the PIL. In Italy data confirms the growth of the sector during 2017-2018 (WTTC, 2018).

In five years (2013-2018) Lombardy has shown an important increase with a rate of 22% for the arrivals.

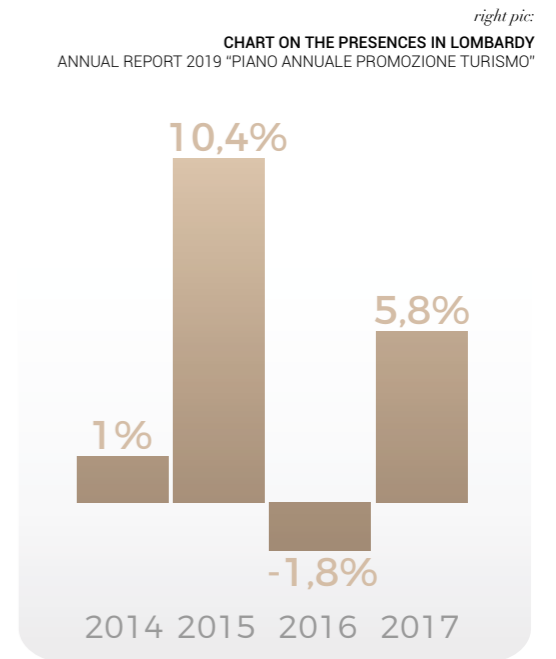
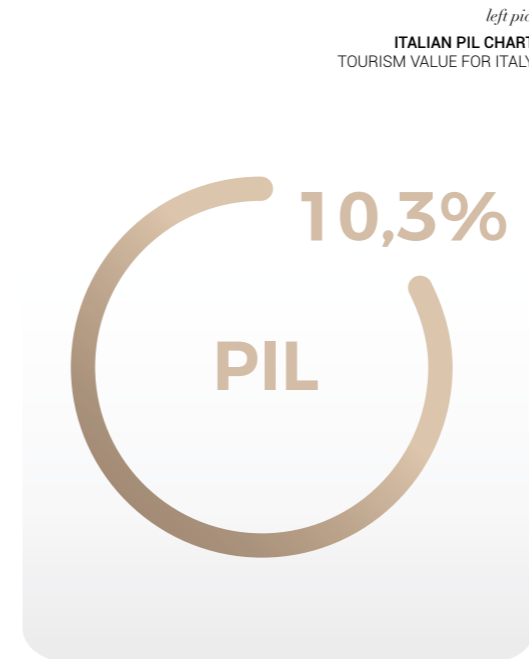
For what concerns the spending part from the international tourists' pockets, Lombardy is the top region inside the country with a rate of 13,6%, corresponding at 11 billion euros (CNR-IRISS, 2018). Lombardy is one of the most attracted sites for international tourism, both leisure and business with an average permanence of 2 days in Milano. Not so far from Milano different suggestive

destinations with a artistic, historic, naturalistic patrimony can be discovered too, It is called the Hidden Lombardy.

Tourism represents a fundamental strength in the national economy, Italy is at the fifth position under France, Spain, USA and China.

Global **travel industry gross bookings reached \$1.6 trillion** in 2017, making it one of the **largest and fastest growing sectors** in the world.

While strong post-recession gains appear to be cooling off, the hotel sector is projected to sustain strong **5-6 percent growth** through



throughout 2018, setting up the industry to hit a record-breaking \$170 billion in gross bookings.

Some industry analysts, however, consider the prolonged strength of the hotel sector to be a cause for concern. Historically, hotel performance has proven to be cyclic, with long runs of growth often followed by intense downturns.

While hotels and airlines represent the bulk of industry gross bookings, most travelers do not take trips to sit on airplanes and spend time in hotel rooms. Whether they want to unwind on an exotic beach, try new cuisines, or explore ancient ruins—travel is

all about the **experience**, depending on the user's needs and linked to the proposal of unique tourist products. This led the agencies to invest on tourist projects oriented to the market and territory too. In 2019 these are the drivers chosen to be invested on and to be supported:

- / art and culture;
- / nature and wellness;
- / sport and active tourism;
- / food experience;
- / fashion and design.**

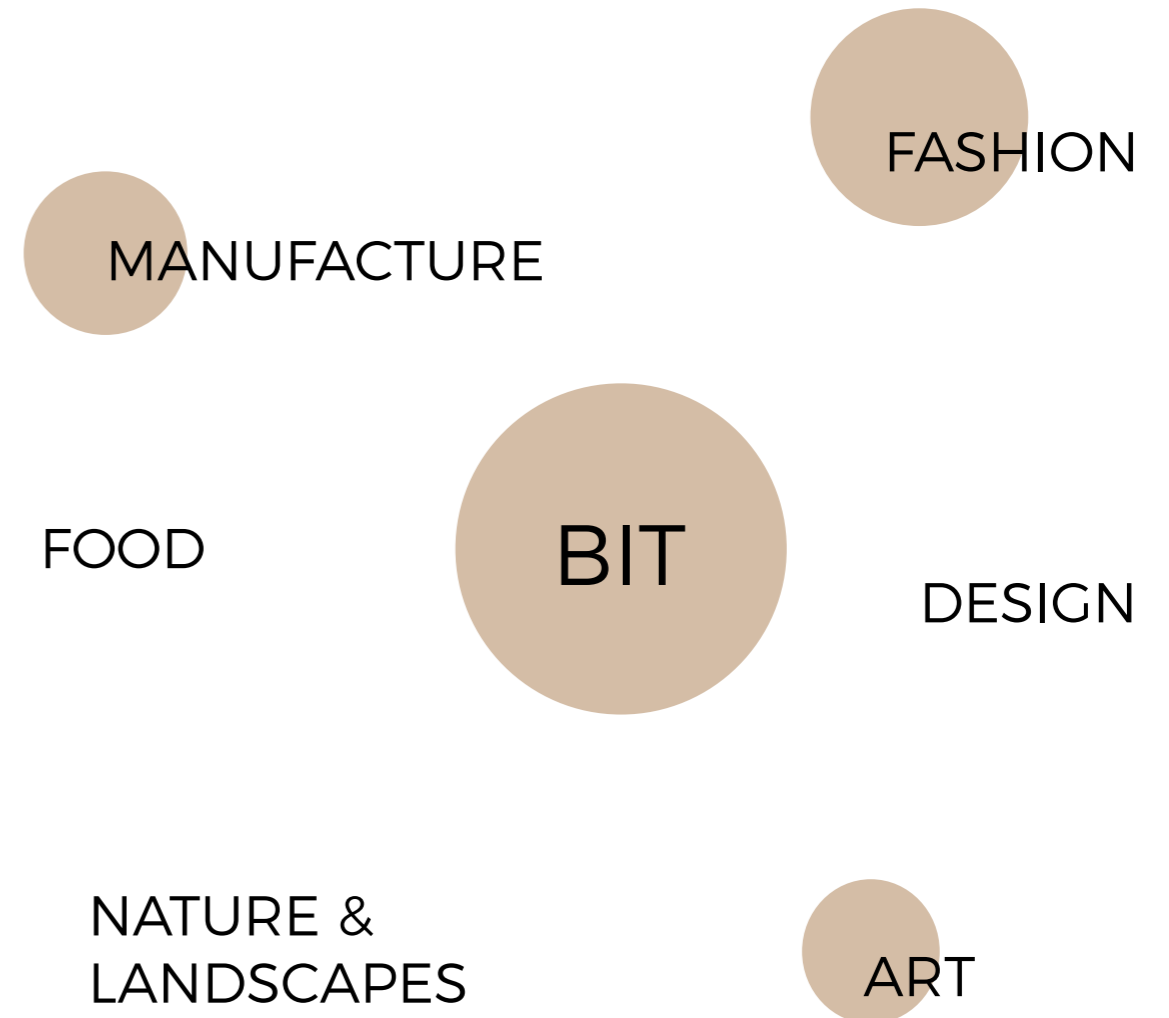
BIT / SLOW tourism

The BIT - Borsa Internazionale del Turismo - comes back in Milano on the 10th-12th of February. It is an important manifestation (700mq) organized by Fiera Milano from 1980, which gather travel operators and travelers from all over the country and the world. BIT improves the meeting of 16 stakeholders, decision makers, experts in the sector, over 1350 selected buyers (international too), coming from the geographical areas with the highest rate of economic growth and from all the sectors of the industry.

“Regione Lombardia vuole essere protagonista alla BIT mettendo in mostra le sue bellezze artistiche, culturali, paesaggisti-

che ed ambientali - sottolinea l'assessore al Turismo, Marketing Territoriale e Moda Lara Magoni - **L'obiettivo è esaltare l'attrattività dei nostri territori, puntando sul turismo internazionale, incrementando le occasioni di incontro e di business per gli operatori di settore”.**

BIT will put the light on a region which has the ambitious aim to become the first touristic destination in Italy. BIT can also represent an important opportunity to enforce the Milano's and Cortina's candidature to the Olympic games 2026. An event which confirms the Lombardy's vocation for sport and tourism.



On the top of this page a diagram shows up the different fields and drivers on which the Regione Lombardia invests to promote the region prosperity. Highlighted there are the

fields that this hospitality and retail project aims to own and to investigate on following the SLOW tourism's mantra of re-discover our Hidden history and treasures.

Digital tourism

The Tourism sector benefitted from the technology advent and the online booking system, becoming more accessible and also low-cost through the individuation of sales and pack able to be purchase also by the youngest.

In Italy the digital travel purchasing reaches 14,2 billion of euros, 24% of the Traveling market totally. (source: Osservatorio Innovazione Digitale del Turismo del Politecnico di Milano). But Internet is also used to look for informations or give a review of an experience just had. The use of Internet is pervasive: in happens before, during and after the experience.

By the opinion of Eleonora Lorenzini, director of the Osservatorio Innovazione Digitale nel Turismo del Politecnico di Milano, is still essential the mix between the online and offline, the human presence inside the structure is still essential for the insicure traveler who needs assistance. Media channels such as

Chatbot could contribute reenforce the relationship between the client and the company guaranteeing a first level of assistance before the human intervention.

For what concerne the smart devices used to complete the transactions, computers and tablets are the preferred ones, with a 82% (+3% from 2017); smartphones' use has increase of +46% form the past year: the digital purchasing from smartphones in the tourism field overcomes the 18%, that is 2,5 billion of euros.

Not just the devices are changing, but also the destinations and the kind of hospitality structures (short or long stay). The concept of "holiday house" is already lost becoming today an earning source for the citizen who starts renting his second house with a short-stay rent which attracts young traveler or millennials.

“We should no longer be talking about ‘digital marketing’ but marketing in a digital world.”

/ Keith Weed / Unilever / 2015

Interview / Lara Magoni

XI Legislatura

// Cosa rappresenta il mondo della moda per Regione Lombardia?

La Lombardia detiene il primato italiano nel settore moda, con un volume di affari di oltre 35 miliardi di Euro - rispetto ai 110 miliardi complessivi del paese, pari al 4% del PIL - e circa 34.000 imprese (prima regione a livello internazionale) che impiegano 230.000 impiegati. A livello territoriale, rispetto alla localizzazione delle imprese, si rileva una concentrazione a Milano (con circa 13.200 imprese), seguita da Brescia (con circa 3.770 imprese) Bergamo (con circa 3.290 imprese), Varese (con circa 3.200 imprese). Como e Monza Brianza (rispettivamente con oltre

2.000 imprese).

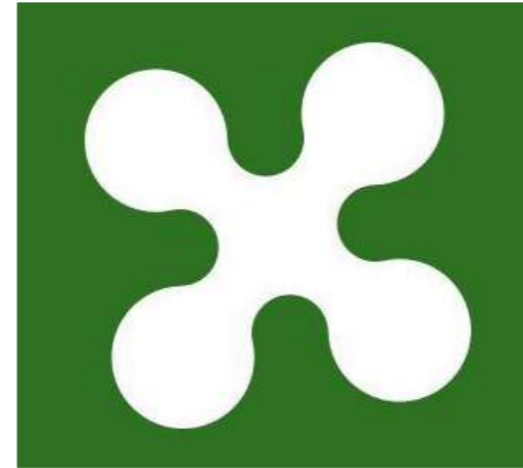
L'export lombardo legato al settore moda ha raggiunto i 9 miliardi nei primi nove mesi del 2018, con un incremento del 3,6% rispetto all'anno precedente e un trend di crescita superiore a quello nazionale (+2,3%), con un ruolo di traino da parte di Milano.

MODA INDIRIZZI DI REGIONE LOMBARDIA PER XI Legislatura:

Nella XI Legislatura è stato avviato un percorso strutturato di valorizzazione del settore moda, anche in considerazione dell'esplicita individuazione di una specifica delega assessorile sul tema. Questi gli indirizzi:

/ innovazione: attività di sostegno e suppor-

left pic:
REGIONE LOMBARDIA LOGO
ROSA CAMNA WITH GREEN BACKGROUND



right pic:
LARA MAGONI
REGIONAL TOURISM SPORT & FASHION COUNCIL MEMBER



to ai processi di innovazione delle imprese della filiera della moda, secondo il principio della sostenibilità dal punto di vista ambientale, economico e sociale, che rappresenta un pilastro per la creazione di valore condiviso e coerentemente con le dinamiche legate alla digitalizzazione che si stanno sempre più affermando in tale settore (di prossima uscita il bando FashionTech con una dotazione di 10mln euro);

/ matching tra studenti e sistema delle imprese: iniziative volte a facilitare lo sviluppo di occasioni di incontro tra le imprese operanti nel settore moda e studenti delle scuole moda, anche attraverso la sperimentazione di nuovi format;

/ promozione della moda quale driver di marketing territoriale: valorizzazione del settore attraverso la realizzazione di eventi durante le Fashion week 2019, anche con riferimento a iniziative sul territorio connesse alle stesse, che possono rappresentarne un

naturale prolungamento e occasione di valorizzazione delle eccellenze presenti nelle singole realtà locali;

/ consolidamento dell'hub della creatività regionale: promozione di iniziative da realizzare presso gli spazi di Palazzo Lombardia - in grado di concorrere a qualificare la sede regionale quale spazio privilegiato in occasione di alcuni eventi di rilievo per il settore moda. Tale orientamento è sinergico e coerente con quanto promosso in relazione al settore design e, in occasione del "Fuori Salone 2019.

/ costante confronto con gli stakeholder di riferimento per il settore moda: al fine di raccogliere le esigenze e le proposte per lo sviluppo e il consolidamento della filiera e la definizione e la condivisione di ambiti di collaborazione su specifiche progettualità, anche di carattere innovativo.

// Cosa rappresenta il Turismo per Regione Lombardia? Come sta crescendo e quali sono i dati e le aspettative riguardanti l'occupazione di strutture ricettive e la loro crescita?

Il Turismo è un pilastro dell'economia mondiale il contributo del settore (diretto, indiretto e indotto) vale circa il 10,4% del PIL ed il 10% circa dell'occupazione a livello globale. In Italia i dati relativi al 2017 e parte del 2018 confermano il trend internazionale di crescita del turismo (WTTC, 2018).

La destinazione Lombardia ha mostrato nell'ultimo quinquennio tra il 2013 e il 2017 un'accelerazione vigorosa con un tasso di crescita del 22% per gli arrivi e del 16% per le presenze. Nel 2017 sono stati registrati 16.557.963 arrivi e 39.386.439 presenze.

Molto positivi sono i dati relativi alla spesa turistica: la Lombardia con il 13,6%, corrispondenti e a circa 11.0 miliardi di euro si posiziona al primo posto nella graduatoria italiana della spesa complessiva effettuata dai turisti internazionali e di quelli residenti in altre regioni italiane (CNR-IRISS, 2018).

I dati relativi al 2018 sono ancora in fase

di raccolta e di elaborazione, ma il trend in Lombardia si preannuncia positivo. In particolare vi è un incoraggiante ripresa della durata media del soggiorno.

Il turismo rappresenta quindi una leva fondamentale di crescita economica e occupazionale per la Lombardia, in un contesto mondiale in grande espansione. Il nostro paese detiene ancora il quinto posto a livello mondiale dietro Francia, Spagna, Stati Uniti e Cina. È necessario essere sempre più competitivi per rispondere per rafforzare l'offerta turistica e non perdere flussi importanti di turisti, in particolare i flussi provenienti dall'estero.

In termini di occupazione è un settore che offre grande possibilità per tutti i tipi di profili da management alle figure di servizio ma che purtroppo fatica a trovare candidati con il giusto mix di competenze.

// Perché il turismo internazionale sceglie la Lombardia e Milano come meta? Perché invece puntare su un turismo di aree più di nicchia (Turismo SLOW) come per esempio potrebbe essere l'area dell'alto Milanese?

La Lombardia è una delle mete predilette del

turismo internazionale leisure o business in particolare (la permanenza media in provincia di Milano è di 2 giorni a confronto della permanenza media dei quasi 4 giorni della provincia di Brescia, 3,5 di Sondrio e 2,5 di Como).

Da sempre Milano è la città della moda, del design, dello shopping e del buon gusto, un importante di business e life-style italiano, adesso anche affermata città d'arte (al fianco di Roma, Firenze e Venezia). Milano è un punto di attrattività.

Poco distante da Milano si possono trovare una serie di destinazioni suggestive al di fuori delle principali rotte turistiche con un patrimonio artistico, storico e naturalistico da scoprire senza dimenticare opportunità di benessere e relax e di assaporare la buona cucina tradizionale o stellata in scorci da favola.

Uno degli indirizzi politici di questa legislatura è la valorizzazione delle destinazioni minori, di una Lombardia Segreta ricca di fascino.

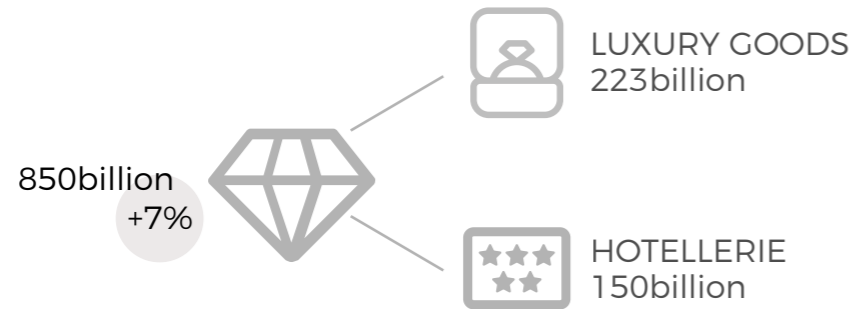
// Guardando i numeri quali sono i settori che spiccano di più del turismo milanese (moda design) e quali gli eventi più frequentati su cui la Regione punta di più per far rivivere la nostra tradizione?

Sono diversi i driver che possono rappresentare occasioni di promozione del settore turistico regionale associati a settori sinergici-allo stesso come design lo sport, l'enogastronomia, la cultura e lo spettacolo dal vivo, il cinema, il congressuale, il saper fare artigiano.

Gli eventi rappresentano occasioni di visibilità e promozione turistica del territorio in grado di richiamare, da un lato, flussi di turisti e visitatori e, dall'altro, capaci di creare sinergie e raccordi con i driver e amplificare i fattori di attrattività complementari al settore del turismo.

Tra le linee di azioni per il 2019, l'azione regionale sarà finalizzata a costituire e sostenere una "rete" di iniziative del territorio, nelle quali intervenire con azioni di comunicazione che possano rafforzare i valori identitari del brand turistico regionale e contribuire allo sviluppo dell'incoming, nonché all'incremento della conoscenza dell'immagine turistica lombarda e alla commercializzazione dell'offerta regionale. Inoltre sono previste specifiche manifestazioni di interesse in occasione del FuoriSalone e delle Fashion Week.

HOTELDESIGN



Luxury market / data

Luxury tourism resists to the global economy slowdown. The booking for high-class level hotels have been growing of the 7% between the 2014 and the 2015 globally.

Luxury market's values is about 850 billion euros in the 2014 (+7%), it represents nine sectors among which there is the luxury goods one, its value is about 223 billion. Hotellerie's value is 150 billion euros.

Source: "Monitor Altagama sui mercati mondiali" by Bain & Company in collaboration with Altagamma Foundation.

The city of Milan becomes increasingly tourism-oriented, with both arrivals (+20%) and overnight stays (+27%) increasing from 2011 to 2015.

Between 2014 and 2015, operators within the sector invested predominantly in five-star hotels: a 16% increase in the number of facilities, corresponding to a 12% increase in the number of available rooms. As a result of

these investments, Milan counts 22 hotels in the five-star and luxury segment, with a total of 2,140 rooms. The rest of the Milanese hotel segment mainly comprises four-star facilities (32%), followed by three-star (31%).

The Milanese hotel segment recorded exceptional performance in 2015, thanks to the effects generated by Expo. In 2016, in terms of Occupancy, the sector appears to have returned to the values of prior years, which is most likely just a normal decline following the Expo boom. Data for the initial months of 2017 indicate a growing segment.

In conclusion is possible to affirm how the resource has proved the growing global interest for the luxury market, highlighting the importance of the hospitality contribution in this sector.

.01 ANAYSIS / HOSPITALITY & TOURISM

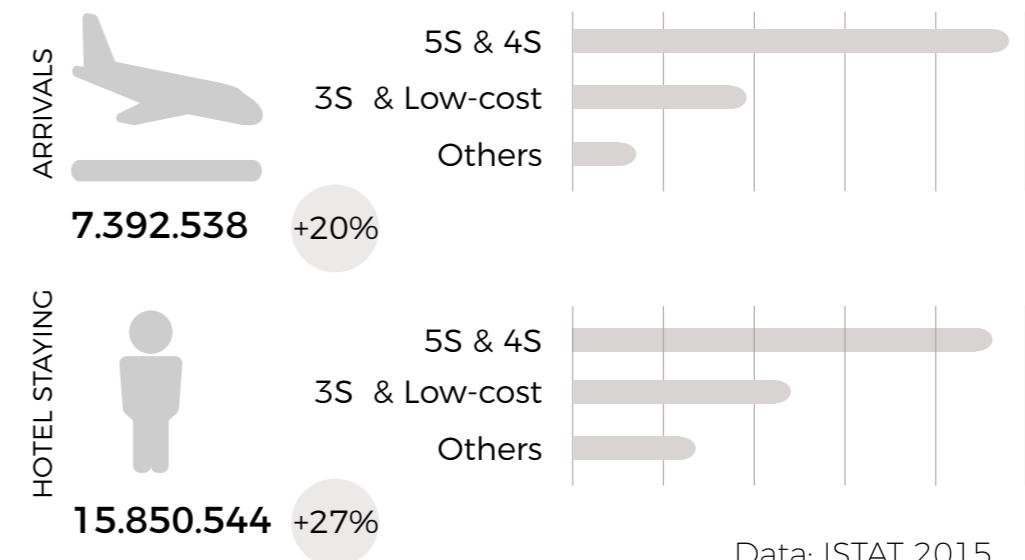
Milanese hotels in 2014-2015

	Hotels	Rooms
5-stars & 5-stars luxury	22	2.354
4-stars	219	23.437
3-stars & Low-cost	267	12.736
Others	1.107	n.a.

Future trends are encouraging the operators giving future esteems of sector growing in the growing nations. From an analysis of the Oxford Economics Group for Amadeus emerges that in 10 years the Luxury travel will grow up more than the other traveling sectors, with a rate of +6,2% against the +4,8% of the remain part of the market.

the 64% of the luxury traveling take place in Western Europe and North America. There will be a more consistent grow in the Pacific Asia region than in Europe till the 2025. The luxury traveler tribes are born, six typologies of traveler looking for unique and exclusive experiences.

Request on stars scale (billions) - 2011- 2015 - av. stay: 2,14d



Data: ISTAT 2015

Boutique hotel / data

The popularity of the boutique hotel product is exhibited through increases that surpass upscale-class hotels and gain on extended-stay hotels.

This hotel segment sets itself apart by offering the guest an experience many times immersed within the fabric of a local community while providing unique amenities for a memorable stay.

Boutique hotels are achieving stronger increases in supply than upscale class hotels while quickly gaining on extended-stay hotels. These two hotel types are the fastest-growing segments of the lodging industry. Upscale class hotels include the popular Courtyard by Marriott and Hilton Garden Inn brands.

REPORT FROM THE U.S.—Boutique hotels—defined as independent, lifestyle and soft-brand collections—have become increasingly popular.

Boutique hotels were born in the big metropolitan cities of America, such as NYC, San Francisco, Seattle and Miami. Strong the symbolic differences among the cities, the people attitude, the lifestyle and everything was declined with a difference in the design. The only common point was the desire to be part of the local community, with a radical love for design, hospitality. With the aim to be remembered by the guests.

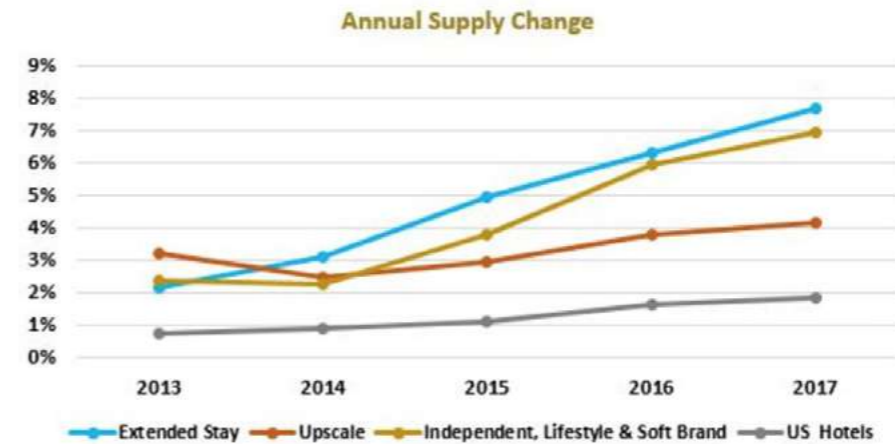
Boutique hotels are nowadays on their way to become the fastest-growing segment in the lodging industry. Largely positioned as a higher-priced stay, there is also opportunity to target a new audience at a lower price point, such as the ROAM brand—a communal living, budget boutique offering. New concepts and potential brand repositioning are expected to grow economy boutique offerings.

.01 ANALYSIS / HOSPITALITY & TOURISM

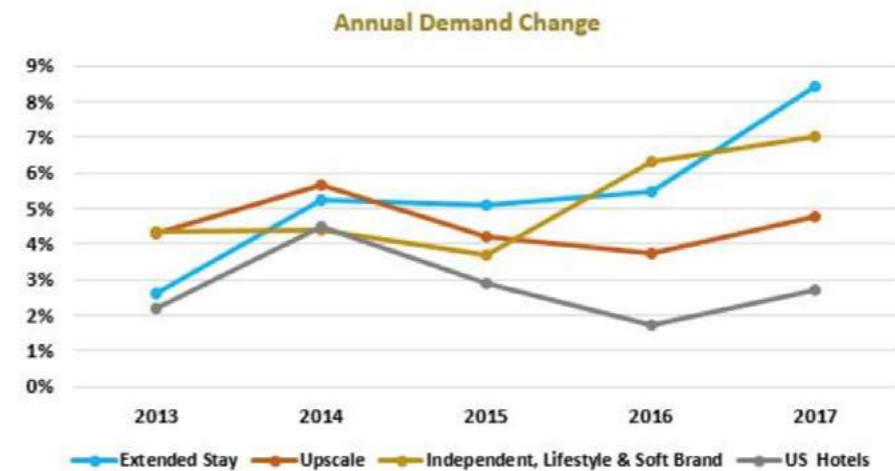
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CHARTS

SOURCE: STR GLOBAL, THE BOUTIQUE HOTEL REPORT, THE HIGHLAND GROUP, 2017



The boutique hotel segment increased supply in 2017 by 7%, compared to a 1.8% increase in supply for all U.S. hotels.



Boutique hotels led in demand increases in 2016, surpassed by extended-stay hotels in 2017. At 7% growth in 2017, boutique hotel demand outpaced upscale class hotels and the overall industry.

CONTRACT/SERVICE

case studies / **Citylife Milano**
 D. Libeskind / Z. Hadid Architects / A. Isozaki
 2015

Citylife is the most extended riqualifying project in Europe, with its 360.000mq, which comprehends a mix of ublic and private functiones, services and green areas. The area hosts the biggest pedestrian area of the city, with also commercial services, offices, residences designed by Zaha Hadid Architects, Daniel Libeskind, Arata Isozaki.

In particular in the lofts designed by Zaha Hadid the users benefit of the elegance of the furniture which was thought bythe star-architect, a style which shows itself in the materials and in the finishings chosen, in the hidden lighting, hidden doors and mobile fireplaces. Mlilano Contract District curates the furniture of this resedences collecting

the best groups of the made in Italy (Oikos, Gessi, Ernesto Meda, Alessi, Listone Giordano, Flos, Lualdi, Bticino) and offering the best solutions of the living sector.

Inside of the curvy building the Penthouse One 11 is located, a loft designed with some masterpiece furniture products by Dilmos Milano. A nex concept of living is expressed here, idealized by TecMa Solutions, finalized to the people wellness. Natuzzi, italian company, which produce sofas and more generic furniture products for the living, has curated the furniture of the Zaha Hadid lofts in CityLife, valorized by pieces like tables, lamps, rugs and accessories with a curvy shape.

top pic:
 CITYLIFE COMPLEX
 RESIDENTIAL COMPLEX, 2015

bottom pic:
 PENTHOUSE ONE 11, ZAHA HADID
 LOFT IN CITYLIFE, 2015



DESIGN/HOTEL

case studies / Room Mate Giulia

Urquiola P. , 2016

Urquiola – who was appointed Cassina's art director in late 2015 – created a colourful interior intended to reflect the personality of the design capital. "Room Mate Giulia combines the essence of Milan," said Urquiola. "It's new, fresh, fun and welcoming."

"The hotel reflects the city through its colours, materials, images, irony, the mix of different languages and also its rigour." The hotel, the Room Mate group's third in Italy, is situated in a late 19th-century building across from Milan's famous Piazza del Duomo. The Duomo's pink marble is another key influence on the interior, which features the material in its lobby. This space also

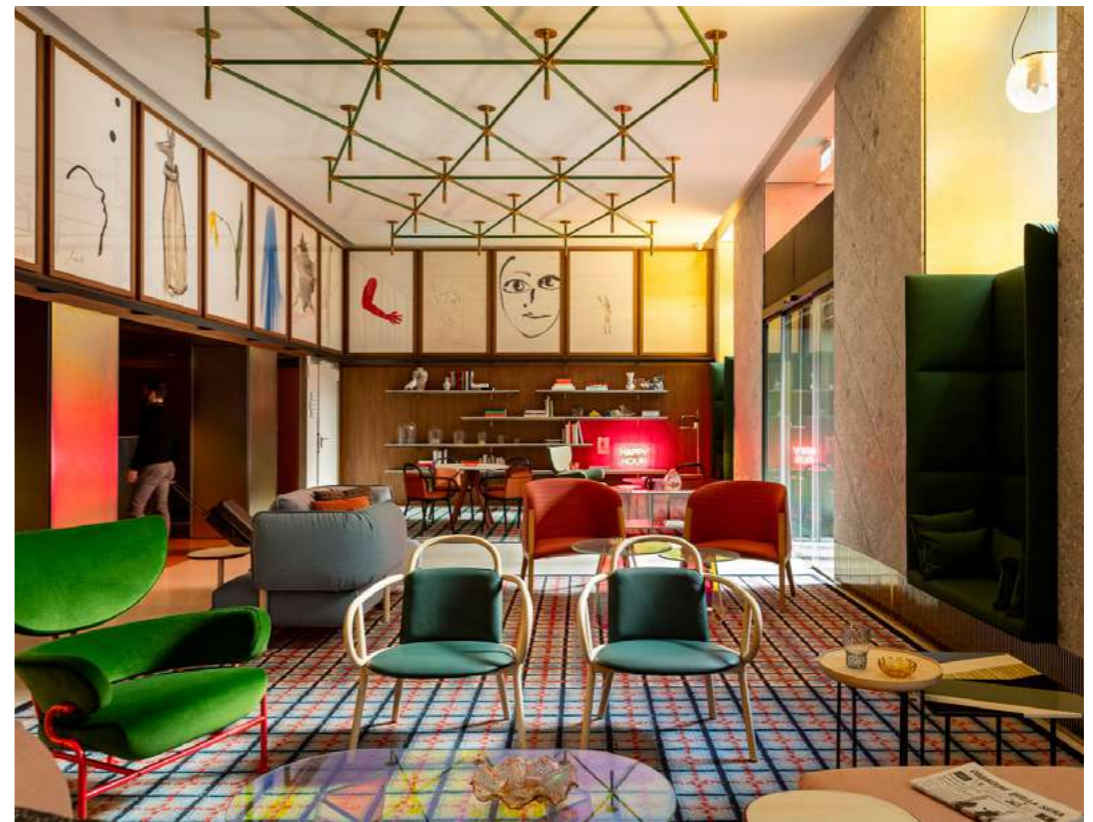
showcases traditional terracotta bricks from Lombardy, wrapped around a curved wall to create a tridimensional effect. The hotel's 85 rooms are designed to have a homely, vintage feel. As well as Cassina furnishings, the spaces spotlight artworks by Milanese artists. They also have white ceilings with a geometric grid pattern – a reference to the city's graphic arts. This feature extends onto the upper part of the walls, which are painted in muted shades like moss green and duck-egg blue. Founded and chaired by former professional horse rider Kike Sarasola, Room Mate Hotels describes itself as a **"perfect combination of original design, fashion, luxury and architecture"**.

.01 ANAYSIS / HOSPITALITY & TOURISM

top pic:
ROOM MATE GIULIA
ROOM INTERNAL VIEW , 2016



bottom pic:
ROOM MATE GIULIA
MAIN LOUNGE HALL, 2016



DESIGN/HOTEL

case studies / Fifty House Soho Milano , 2016

It is a design oriented hotel, with warm halo thanks to the precious materials of which it is covered. It opened in Milano, near the Milano Porta Nuova district in 2019, just waiting its clients ready to the Design Week event on April. A boutique hotel with 36 rooms distributed on different levels, with a great attention for the details, in one of the most modern and innovative district of Milano area for the design world, near Corso Como and the skyscrapers of the Gae Aulenti square. Two fireplaces warm up the atmosphere of the hall which becomes a living room. The target is a design oriented millennials, and whoever is fascinated by intellectual design spaces. It reminds back the old hospitality of the lodges and refuges, as you are back at home. Velvet, brass and marble and Bisha's masterpieces (an artist coming

from Turin) fulfill the ambient. Driade is the main company chosen for the furniture, with the soft sofas of the hall, the rugs and big bookshelves. FontanaArte for what regards the lighting system. Each floor of the building is characterized by its own soul, which takes inspirations form the three main used colors: blush pink, red and blue. Everything else, unified with the sophisticated materials of the finishings and the contemporary design shapes of the interiors, contributes to give to the host a unique and original experience.

The Fifty House Soho is part of the Fifty House Hotels, which decided to double its presence in Milano after the 2017 opening in Via Cellini 14, with its first Milanese hotel and the asiatic restaurant too.

top pic:
FIFTY HOUSE SOHO
MILANO , 2019



bottom pic:
FIFTY HOUSE SOHO
MILANO , 2019



Italian fashion/ data

Cultural and social phenomenon, Italian style is the emblem of the Belpaese's elegance and style.

Fashion represents one of the most attractive drivers in the nation, with arts, food experiences and music too.

The manufacture district in Italy - clothing, leather, footwear - moves a massive affairs volume and it represents a huge part of the high quality production exported all over the world.

The Italian fashion brands, which had been spreading their own presence from clothing to footwear, purses, accessories and perfumes, record an increase in sales in all the markets and not just in the developing ones.

Italian maisons had become big luxury multinational corporations and the big brands of Made in Italy excel all over the world: Prada, Armani, Versace, Cavalli, Dolce&Gabbana; Ferré, Gucci, Tod's, Moschino, Valentino,

Trussardi, Missoni, Biagiotti, Rocco Barocco, Sergio Rossi and a lot more. For the tourists is impossible to resist to the fashion's call.

Milano becomes more connected and social, especially on platforms like Instagram: Blog-meter (Camera Moda report) gives informations about the social interaction during the MFW 2019, which generated 46,2 million of interactions, +15,3% than the 2018.

Lombardy's success confirms itself, resulting the first one against the Italian regions for Made in Italy exportations. Lombardy holds the absolute record with 35 billion of euros out of a 110 billion national turnover.

In all the Italian territory there are 222 thousand fashion agencies and industries, Lombardy dominates the charts counting more than 34 thousand companies in the fashion field working in the territory. In the Milanese province there are 13.200 companies, Bre-

left pic:
MISSONI BOUTIQUE SHOWCASE
MILANO, 2017



right pic:
VERSACE HOTEL MAIN ENTRANCE
QUEENSLAND, AUSTRALIA, 2000



scia counts 3.770, Bergamo 3.290, Varese 3.200, Como and Monza Brianza 2.000 companies. (Camera di Commercio di Milano).

For what concerns the evolution dynamics of the fashion sector, it has to be highlighted that the process fashion-textile-garments is characterized by an incessant integration between the process, the manufacture production's aspects with the creativity and technological ones, linked with the new digital world of the industries 4.0.

Lombardy exports the 25% out of the total of the nation, corresponding to about 10 billion euros in a period from January to December 2018 (+3,6% than the previous year, against the +2,3% national rate).

I dieci miliardi di prodotti della moda che partono dalla Lombardia verso l'estero finiscono principalmente negli Stati Uniti (978 milioni di vendite), Francia (911) e Hong Kong (818).

Furthermore in Milano takes the MFW, the most influential event for fashion in Italy and in Europe thanks to the Italian fashion style's attraction. It represents the occasion to show the innovation in products and the market trends, but also it promotes the marketing and the territory due to the fluency of visitors. It is notable that fashion loves to be contaminated by other fields, such as hospitality and the tourism, in a promoting logic of the territory's attractiveness - considering the big reputation which Lombardy benefits of, through the connection among fashion, shopping and the more generic Italian style, all amplified by the communication channels, the traditional ones and the digital ones. In 2018 the MFW involved 25 thousand companies, 64% of them needed a stay and to dine in a restaurant; then shopping (22%), business services, transport, culture and free time (Camera di Commercio di Milano Monza Brianza Lodi).

“As consumers become older, and as markets mature, materialism is less important, while time and enrichment are key.”

/ Ian Yeoman, travel futurologist /



Interview/ luxury taste model Francesca Polizzi, 25yo

1/ Nel corso delle ultime decadi cosa è cambiato di più nella moda?

La moda è ciclica per definizione. Un trend, un prodotto iconico, un materiale, un modello, tutto ciò ha un ciclo di vita ben definito quando entra nel circolo vizioso della moda consumistica. Dall'ultimo secolo ad oggi sono innumerevoli i cambiamenti stilistici attraverso cui è passata la moda occidentale e non solo. Tali cambiamenti sono sempre dovuti a fattori tecnologici (nuovi materiali, tecniche, sperimentazioni. es. Roberto Cavalli, innovazioni nelle tecniche di finitura dei jeans negli anni 90') e sociali (movimenti politico-sociali, eventi storici es. moda ecosostenibile contemporanea). Anche il più insignificante di questi eventi

porta alla nascita di macro tendenze (es macro tendenze attuali Nostalgia anni 80, ritorno alla natura e all'essenzialità, viaggio e cosmopolitismo) che via via si traducono in micro tendenze (es ritorno alla natura stampa animalier, materiali naturali, trucco colori terra ecc). Le micro tendenze vanno quindi a coinvolgere ogni ambito, dal trucco ai capelli, dai materiali ai modelli, fino a contaminare altri ambiti come il design e il lifestyle. Tuttavia, il movimento ciclico è tipico della moda, ma non del lusso, o almeno in parte, la moda è veloce, dinamica, legata al consumismo, il lusso è una questione culturale, il ciclo di vita di un prodotto di lusso è infinito (es Birkin di Hermes).

.01 ANALYSIS / HOSPITALITY & TOURISM

2/ Qualità o marca? Come distinguersi oggi e trovare la propria personalità? brand-made o artigianato e unicità?

Una tendenza molto tipica del consumatore medio attuale, soprattutto della categoria millennial (il nuovo target del lusso internazionale) è la così detta "mix&match", ovvero scovare pezzi di diverse marche, diversi stili, diverse fasce di prezzo e abbinarle in outfit che possano esprimere al meglio la personalità di ogni utente. Per alcuni target la marca è essenziale, la marca è quella che crea "il sogno" del lusso, e che giustifica spese molto elevate per l'acquisto di un unico pezzo. In particolare per gli asiatici la logomania è tendenza, la presenza del logo sull'oggetto acquistato è essenziale, forse anche perchè sono un popolo che ha una forte cultura iconografica.

Tuttavia in Italia, come in Francia, è fortemente percepito il concetto del "Made in" che implica una serie di garanzie di qualità e di savoir-fair all'interno del processo di produzione, ed è quello che spesso viene definito "lusso culturale". Se infatti per alcuni l'acquisto del pezzo di lusso rappresenta l'acquisizione di uno status solo per il valore economico- sociale, per altri il lusso è rappresentato dal peso culturale dell'oggetto in questione. Per quest'ultimo tipo di target, non è necessario (anzi meglio evitarlo) avere loghi eccessivamente visibili, nè che la marca in questione sia particolarmente nota.

3/ Esiste ancora l'ostentazione o meglio minimal ma di qualità?

L'ostentazione esiste ed è molto diffusa. La maggior parte dei consumatori di lusso cercano di raggiungere uno status sociale,

appunto, attraverso l'acquisto e lo sfoggio dei beni di lusso, spesso senza sapere assolutamente nulla sul brand o sulla sua storia.

E' altrettanto vero che per realtà come il made in France o il made in Italy è vitale strumento di comunicazione la qualità di produzione. E in un momento così sovraccarico di elementi tipici del consumismo (es il fast fashion, il pronto moda) è facile avere voglia di un ritorno all'autenticità e alla qualità essenziale dei prodotti.

4/ Come sta cambiando la percezione che si ha di un brand?

Il valore percepito del brand è tutto. E' questo che stabilisce la posizione del brand all'interno di una fascia di prezzo, e che lo rende in grado o meno di richiedere un premium price rispetto ad altri competitor. Nell'ambito del lusso, il valore percepito è dato dal sogno, dall'atmosfera che tale brand può apportare a chi lo acquista, più che dal prodotto esposto (es. sfilate di Chanel, il prodotto viene meno rispetto alla scenografia e all'atmosfera, es.2 Gucci o Dior, i prodotti appaiono in minima parte, si cerca di spingere su valori in cui la gente può identificarsi). E' per questo che tutti i brand di lusso hanno linee di cinture/profumi/borsine, così chiunque può aspirare ad avere anche solo un pezzettino di quel sogno. Sicuramente con l'introduzione delle nuove tecniche di comunicazione, i brand hanno molti più mezzi per trasmettere questo sogno, di contro sono molto più facilmente soggetti a problematiche e ostacoli di comunicazione (vedi D&G con la loro ultima campagna pubblicitaria).

5/

Come è cambiato secondo te il modo di porsi dei vari brand con i social? A cosa puntano di più? (vendita/visibilità)

E' impensabile per un brand al giorno d'oggi, di qualsiasi settore esso sia appartenente, non includere all'interno dell'azienda un team specializzato nel social media marketing e la digital strategy. E' divenuto ormai di essenziale importanza essere non solo presenti, ma costantemente attivi all'interno dei social media, in particolare Instagram per quanto riguarda l'Italia e la maggior parte dei paesi Occidentali.

I social permettono una maggiore visibilità del brand, oltre ad uno strumento di comunicazione non indifferente, con il fine di comunicare in modo più diretto e personale con gli utenti ed eventualmente acquisirne di nuovi.

E' strategia comune quella di ingaggiare celebrities e/o influencer dall'identità in linea con il brand stesso, che possano proporre il prodotto in modo più interpretato e personale, facendo percepire la comunicazione non più come puramente pubblicitaria.

E' recente la possibilità di acquistare direttamente i capi attraverso i social, ma l'obiettivo primario è puramente comunicativo, dal momento che la competizione è ormai alle stelle, è essenziale utilizzare i social per distinguersi.

I social rappresentano un'arma a doppio taglio, in quanto rendono il brand

notevolmente più esposto e, per i meno esperti e attenti, è diventato più facile incappare in problemi che possono costare caro se mal gestiti (Es Dolce&Gabbana)

6/

Concetto di privacy e privato: quando la visibilità diventa un peso e si ricerca l'esclusivo, il privato?

L'esclusività nell'era del consumismo e dell'omologazione può, a mio parere, essere espressa in due modalità: l'iconicità e la personalizzazione.

L'iconicità riguarda quella serie limitata ed estremamente costosa di prodotti iconici delle aziende di lusso più note (Es Birkin/Kelly di Hermes, Lady D di Dior, Bamboo bag di Gucci). Questi prodotti danno sentore di esclusività non solo per il prezzo ai picchi del permittibile, ma anche per il livello culturale di questi pezzi, che racchiudono un heritage dal peso notevole.

La personalizzazione è la chiave più diffusa per dare accesso all'esclusività. Specialmente al momento della finitura, un prodotto più o meno iconico viene spesso customizzato attraverso piccole modifiche personali o mediante la scelta multipla. Questo avviene in particolar modo con i brand dall'alta componente di artigianalità.

C'è anche da dire che l'omologazione non viene spesso considerata comenemica, infatti esiste ed è ampia, quella fetta di consumatori che ricercano il pezzo riconoscibile, ma non

è il caso del consumatore europeo, italiano in particolare.

7/

La sharing community, il possedere un abito/accessorio o chiederlo in prestito o affittarlo per una sera. il "material" che perde con l'aver l'esperienza della cosa. piuttosto che spendere per possedimenti oggi ritenuti non necessari (casa-auto-borse-scarpe) si sceglie piuttosto di spendere per esperienze.

Confermo che l'esperienza è ciò che al giorno d'oggi viene più ricercato e ciò su cui si preferisce spendere i propri risparmi. Per alcuni è "esperienza" un viaggio in un luogo esotico o carico di storia, per altri è la cena stellata in un ristorante gourmet, per altri è lo sport estremo. Per questo tipo di utenti è molto diffusa la sharing economy per quanto riguarda i prodotti di moda, non sono accumulatori nè appassionati, è quindi più semplice che accedano a servizi di scambio e/o condivisione (sempre meglio e più elogiabile di chi acquista fast fashion!!!!).

Tuttavia per moltissimi altri utenti l'"esperienza" è l'acquisto di un capo di moda/design che ingloba in sé una componente di "sogno". I brand di lusso in generale non possono fare a meno della componente esperienziale dell'acquisto, è la base su cui possono costruire il proprio castello e l'unica vera ragione per cui possono permettersi di proporre pezzi a dei prezzi inaccessibili.

L'esperienza è tutto. E' fondamentale inoltre saper trasmettere tale esperienza all'interno dei punti vendita, che ne sono i primi veicolatori (es flagship store). Moltissimi brand neppure vendono online oppure in negozi multimarca (Es Celine) proprio per spingere il consumatore a far esperienza del processo d'acquisto in negozio.



right pic:

FRANCESCA POLIZZI DURING MFW 2018
MILANO, 2018

02



LOCATION

.02 LOCATION

left pic:
MALINVERNI PALACE, COMUNE HEADQUARTERS
LEGNANO, 2017



right pic:
CITY CENTER / SAN MAGNO SQUARE
LEGNANO, 2017



LEGNANO

The city of Legnano is located at south-west, 20km distant from Milano. It is a Lombard comune of high economic and financial interest of the Altomilanese, well connected to the main important cities of north Italy.

Legnano is a city that counts around 60 thousand inhabitants and it is the fourth most populous city of the Milanese province, 13th position in the region. It is characterized by the presence of big industries since the 80s, in the 90s Legnano has been converted them in small-medium companies and industries, to finally convert to the tertiary; taking advantage of the nearest Milano and

Varese, the good functional highway and railways, the proximity with Malpensa airport and the new Rho-Pero polo.

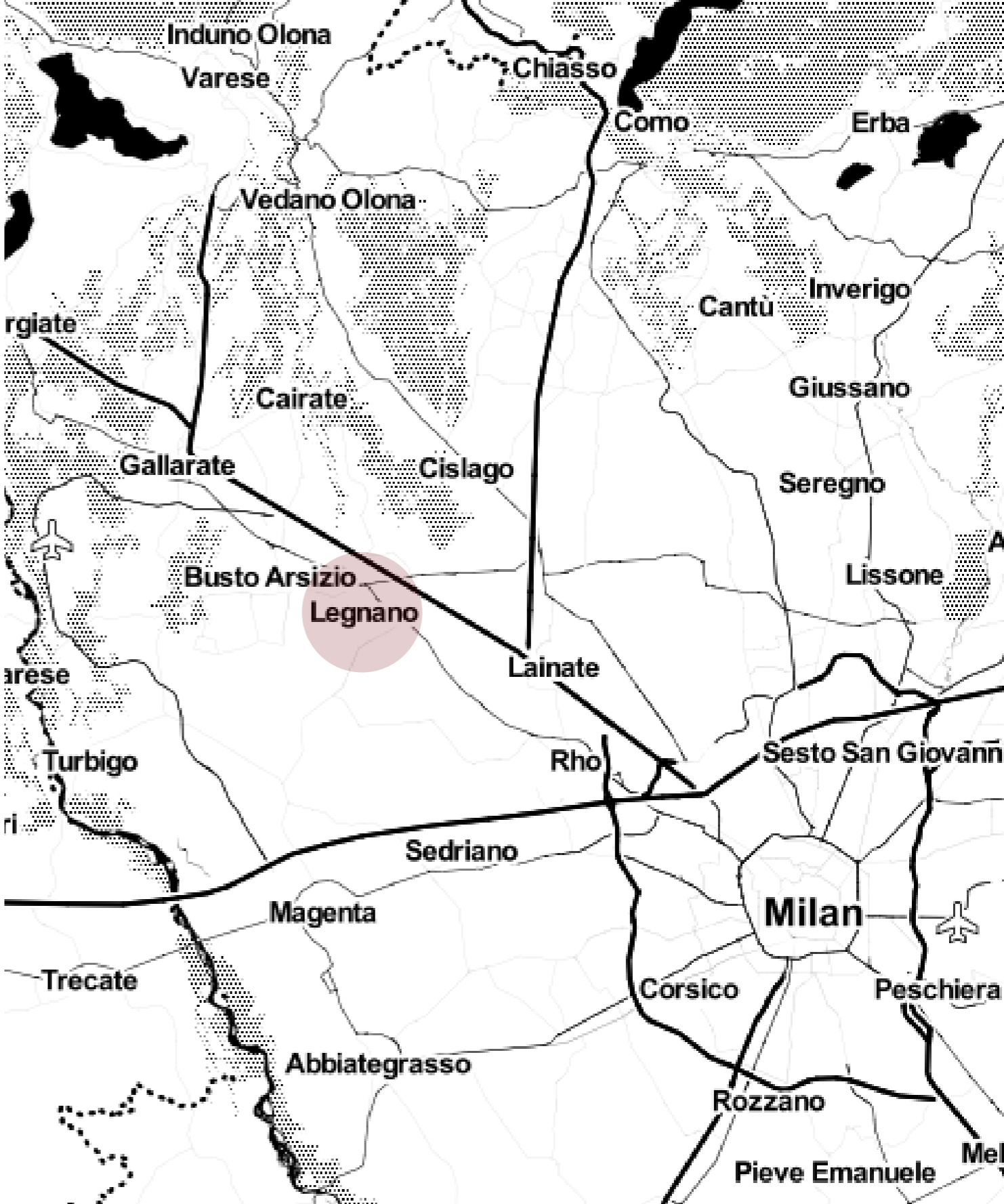
The city has been protagonist of a progressive urbanization which led to a consistent expansion. At the origin of this phenomenon there was the birth of a lot of industries which had attracted workers from different zones of Italy. In the period from the 1871 and the 1921 the population is quadrupled.

Localization / where Legnano is

The project site is located in the north-west territory, considering Milano as a center. It is in the middle of the A8 highway which connects Milano-Varese and Malpensa. Legnano represents a crossway among different kind of realities, it is easy to reach

through different transports connecting it to the main cities of the territory: Rho Fiera, Milano, Varese, Malpensa airport. The journeys timing to reach the single cities are indicated below:

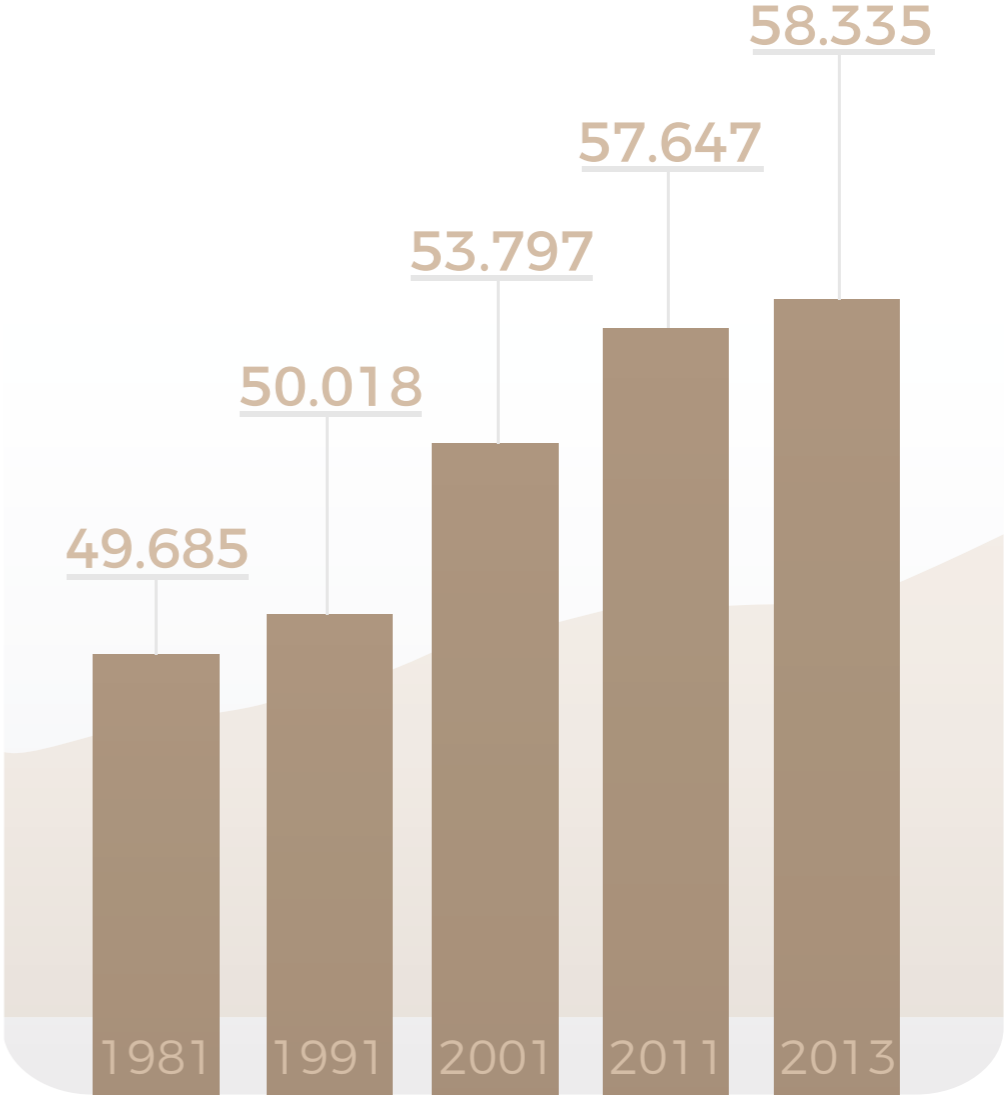
	MILANO	VARESE	RHO FIERA	MALPENSA
	25min	31min	15min	21min
	26min	25min	17min	17min



Demography / Legnano's numbers

Legnano is a metropolitan city which counts 60 thousand residents, it is 20km far away from Milano and it the forth most crowded city in the milanese territory, 13th in Lombardy. It is characterized by the presence of big industries since the 80s, in the 90s it has been converted in a small-medium companies and industries, then converted to the tertiary sector.

The city has been protagonist of a progressive urbanization, which led to a huge spread of the city center and boundaries. The origin of this phenomenon has to be given to many manufacture industries' births during the 80s, which has been calling workers from different parts of Italy. As it can be seen in charts of the demographic evolution, in the period between 1871 and 1921 the population of Legnano quadrupled.



DENSITY CHART
COMUNI-ITALIANI.IT 2018

Palio / History

"Dall'Alpi a Sicilia dovunque è Legnano."

Thanks to a historic battle, Legnano is the only one city, as well as Rome, to be mentioned in the Italian National Hymn. Every year to remember the historic event the city organizes the Palio during the last Sunday of May.

the event is opened by a Parade which starts from the Castle of the city, near the Parco Castello and ends to the stadium where the horse competition takes place. the parade

sees every contrade (eight in total) in which the city is divided pass by the city with more than one thousand young and elders dressed with the medieval clothes and armor, knights on horses holding steel blades and musicians with standing drums.

The event was born in 1935, and it is real well-known by all the province. It is the second most famous Italian Palio apart from Siena.

top picture:
PALIO PROCESSION
CROCIFIX AND FLAGS HOLDERS
END OF MAY, EVERY YEAR

bottom picture:
HORSE RIDE
EIGHT CONTRADES FIGHT IN ORDER
TO WIN THE COMPETITION



Parco Castello / green areas

It has a surface area of 25 hectares and it is comprehended in the Legnano's boundaries. It has also a lake on the inside with a fountain, built in the 2011, in order to oxygenate the water. In the park it is possible to find some specimens of hedgehogs, turtles, red and American grey squirrels. The park has a bar inside, a skating track, a court of bocce ball and a half-pipe. Furthermore it has been installed a tracking race time points for jogging in order to monitorate the timing of the training sessions.

The castle of Legnano (Castle of San Giorgio) is built on an island along the Olona river and comprehends the little church dedicated to San Giorgio, which presence is documented since the 1231. The castle was a Visconti propriety till the 1437, then it pass through various noble families till the 1973 when it

was sold the the comune of Legnano.

the Castle presence is linked to a militar and strategical function of the Carroccio city in the Middle Ages (XIV century). Legnano was long an important communication way which coasted along the Olona river and which used to connect the Mediolanum city (Milano today) with Verbannus Lacus (Lago Maggiore), the Severiana Augusta street, existed since the Roman age.

Legnano defense of really important because an eventual conquest could have allowed to the enemies of Milano an easy access to the countryside of north-west Milano.

The clou event of the Palio parade is during the night, when the castle will be set on fire by a fireworks show.

top picture:
PARCO CASTELLO
VIEW DROM THE INSIDE
WINTER-AUTUMN TIME

bottom picture:
CASTEL ON FIRE
FIREWORKS TO REMEMBER THE CASTEL SET
ON FIRE IN THE MIDDLE AGES



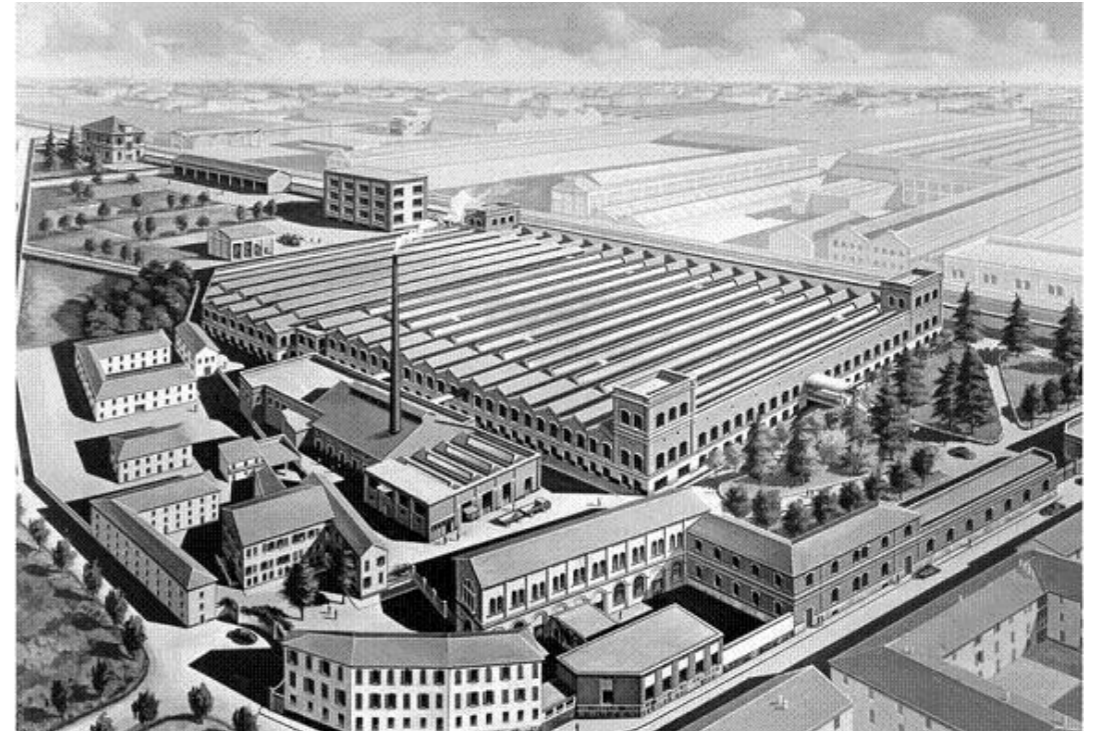
Economic boom/ the 50s

After the defeating of the Nazism in 1945 and the Liberation of the Italian country from the german invaders, there was a difficult time for the cotton manufactory, but in general for all the second industrial sector, because the lack of raw materials, with also the decrease of the internal demand after the war are the causes of the unemployment spread. Thanks to a 1 billion and 700 million loan, finalized to the industry and public works recovery. It gave a new impulse to the cotton sector, giving the basis for the economic boom of the 50s.

The nickname the "Italian Manchester" given to Olona's area was perfect due to the big expansion and the fast industrial progress and innovation that the area was protagonist. The expansion of the cotton-textile manufactory sector and, generically the industrial production of the area kept on increasing in the first years of the 60s thanks to the big products demand. The city wellness grew up with a PIL rate of 276.075 lire in the 1951 to a 487.446 lire ten years later in 1961.

As a testimony of the big prosperity which characterized the cotton sector in the 50s

top picture:
LEGNANO COTTON MILL
AERIAL PICTURE
DE ANGELI FRUA, 1960 CA.



and the big importance of the Legnano and Valle d'Olona areas, the city of Castellanza was chosen as the location for the first cotton fair exhibition in 1951 with more of 210 exhibitors, managers of companies and industries which took the occasion to exhibit their products and sell them. The value of the business esteemed to various billion of lire, sold out to a 75 thousand visitors (the main part of them was international). The importance of this exhibition was also given by the possibility to export the Valle d'Olona manufacture products all over the world.

Cotton mill Cantoni / Legnano most famous industry

"avente per oggetto l'esercizio dell'industria, della tintoria, del candeggio; preparazione dei filati e dei tessuti e lavorazioni affini, e della quale i primi tre sono soci gerenti, responsabili senza limitazioni, e l'ultimo socio accomandatario."

The cotton mill Cantoni (/Cantunificiu/ in legnanese dialect) has been a textile company, in the business from 1824 to 2004. It has been for a long time the best cotton mill in the country. It was a complex which counted out 9 factories, all located in the North Italy. There were five spinning mill (/filature/), four weaving mills (/tessiture/), two print houses (/stamperie/), two dye-works mills (/tintorie/) and one mill for the velvet finishing (/finissaggio velluti/).

Among those factories, the most important one was in Legnano, with 1.400 employees. It comprehended a weaving mill and all the activities of finishing and printing (/candeggio, mercerizzazione, tintoria,

finissaggio velluti/). The industry was powered up by eight hydroelectric stations and a thermoelectric station too, which allowed to cover half the power needs.

The production activity is at integrated system, in other words it starts from the raw materials (cotton, oil and chemical fibers) and, through the many phases of the work, it ends up into a vaste range of finished products. Starting form the 1972, the Cantoni cotton mill had the most high turnover of the country, with a 44 billion lire, 8 billion just for the exportations (USA, C.E.E. and Jugoslavia).

Source: "RICERCHE E STUDI, 1973"

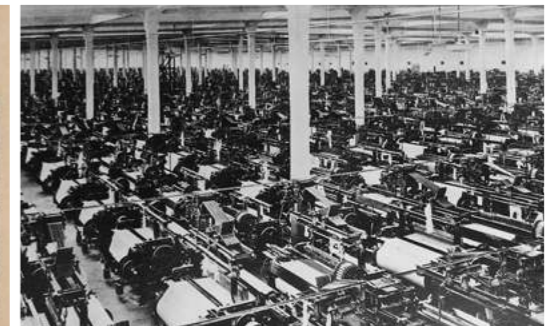
left picture:

CANTONI COTTON MILL
LEGNANO / EXTERNAL PIC
1949



right picture:

CANTONI COTTON MILL
LEGNANO - / INTERIOR PIC
1930



In 1855 Cantoni was the only business of Lombardy to participate to the Universal Exposition in Paris, whilst in 1872 the company changed its title in "Società anonima cotonificio Cantoni", becoming the first Italian cotton mill to transform in s.p.a. and to be given a quote in the Borsa di Milano, where it would stay till the 1998.

The maximum expansion took place in the XX century, when Cantoni reached 1.500 employees and 1.350 framework looms (/telai/). In the 1908 they started to build the first workers' houses following the british model. In the 1985 the legnanese establishment closed.

From that moment the area was abandoned and it started to be frequented by drug dealers and clandestines. In the 2003 the site was modernized by a project of a mall and a residential area too. The two main historic facades have been restored and kept.

Between the 1989 and 1991 another area of the complex in Castellanza was redeveloped with a project by Aldo Rossi, for a university campus that today is known as Università LIUC.

Cantoni project / project by R. Piano / 2009

Project:
RPBW - RENZO PIANO BUILDING
WORKSHOP, Arch. Giorgio Macola
Realization year: 2009

The economical crisis which occurred in the XX century led to big areas fallen into disuse, and now some of them have been redeveloped with new functions. The important urbanist intervention was realized at the beginning of the XXI century. The ex Cotton mill Cantoni has been converted in a residential and commercial area, with an extension of 110.000mq.

The residential areas has been divided from the commercial site by a street and the Olona river, which passes long both the sites. The main characteristic is the green area of the central part of the city. Galleria Cantoni is a mall complex on shops/parking lots and supermarket on the ground floor; offices on the upper floors. Besides the river, there is a huge building in Gianfranco Ferré square, half-abandoned, just a big retailer, Vinicio, occupies a wing of the building with a multi-brand fashion store, and he is actually planning to expand the business. The rest part of the building is desolated or rented to small agencies of the tertiary sector.

.02 LOCATION

top picture:
CANTONI GALLERIES
EXTERNAL BRICK FACADE
DAYTIME

bottom picture:
CANTONI GALLERIES
EXTERNAL MODERN SPACE
NIGHTTIME



T1 building / Etereo site

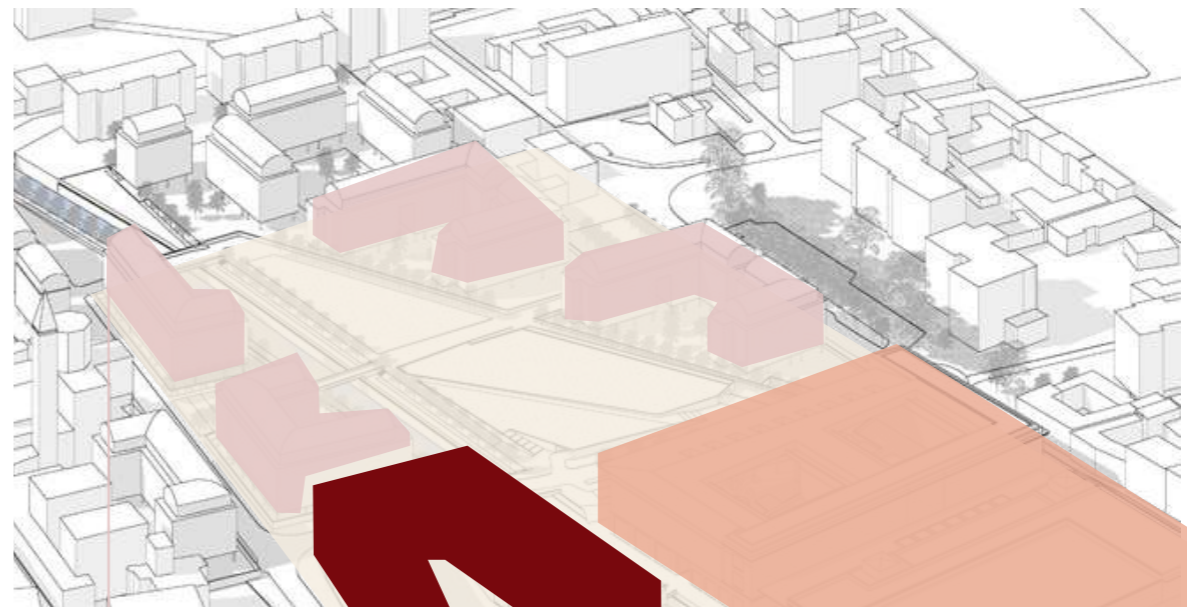
The T1 Building was supposed to be occupied by different kind of offices and agencies but at the end just one retailer of fashion decided to open his own multi-brand boutique in the east wing of the building. Vinicio is one the most important and recognized business man of Legnano city and his field is fashion. The square which is enclosed by the V-shape of the T1 building is dedicated to Gianfranco Ferrè, famous designer who was born in Legnano.

Apart from the east side of T1, the remaining part of the building is almost completely abandoned and on sell through different

estate agencies. Just a some of the offices are already occupied but just on rent.

The entire area is located in the city center but the conformation of the site give a strong feeling of privacy.

The site is 10 minutes distant from the railways station, and 10 minutes distant by car from the main highway to Milan and Malpensa. in front of the structure there is the new city Theatre, the main shopping street of the city, 2 minutes away the main square and Parco Castello is 10 minutes away by walking.



T3 APARTMENTS
RESIDENCES

T1 BUILDING
OFFICES AND SHOPS

T2 MAIN BUILDING
SHOPPING MALL &
OFFICES

T1 building - actual state



T1 building - facade study



FACADE MODULE

DIAGRAM VIEW



SWOT analisys /
strenghts and threats



STRENGHTS

- / MALPENSA crossway
- / new services
- / outlet prices
- / real estate convenience
- / fashion smart city
- / history and idendity
- / companies support

WEAKNESSES

- / decentralization
- / province

OPPORTUNITIES

- / growing city
- / tertiary growing
- / SLOW tourism
- / manufacture developing
- / new hospitality concept
- / abandoned area

THREATS

- / competitors
- / communication
- / distance

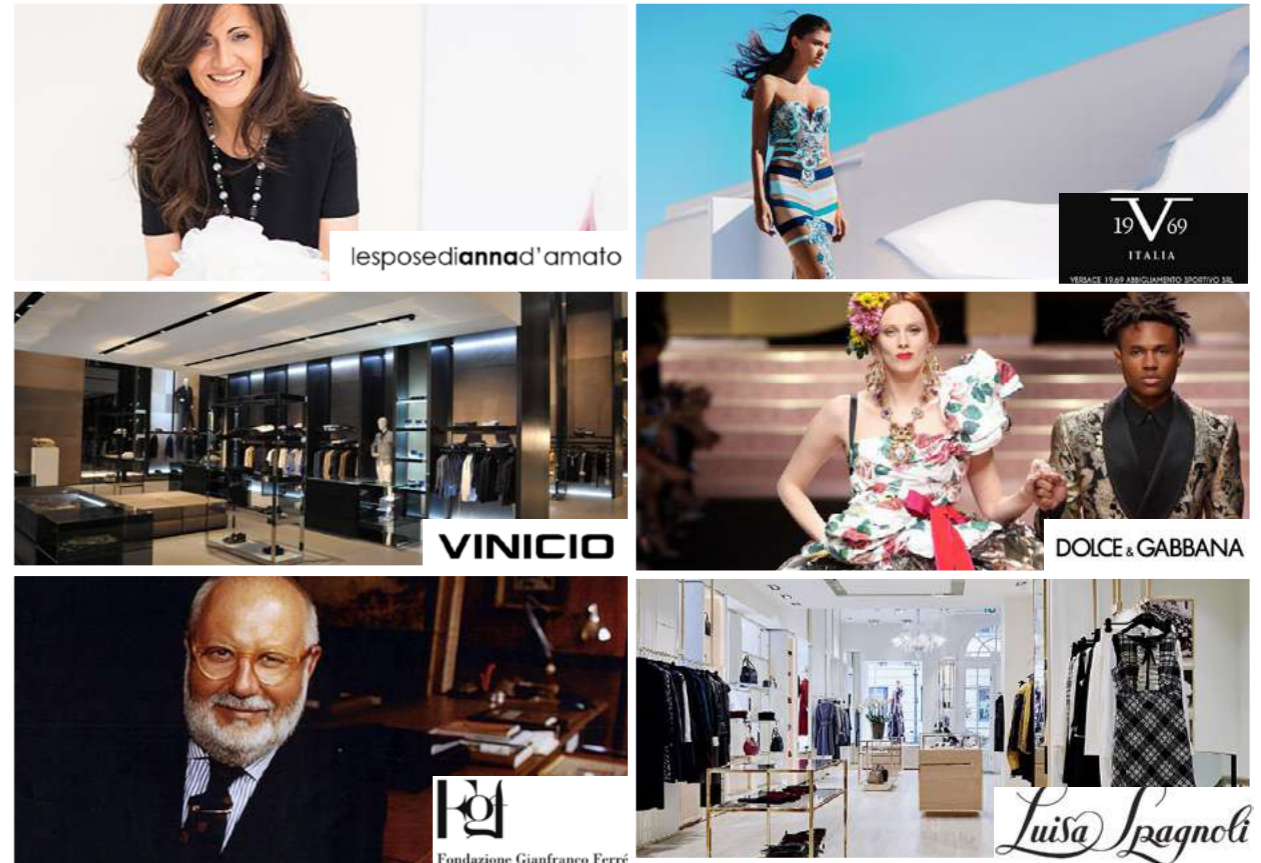
SWOT Remedies



/ SLOW tourism support from the REGIONE LOMBARDIA resources and the city companies and services.



/ Real contact with companies of the territory and support of their business. (STAKEHOLDERS)





SWOT Remedies



/ Evasion from the big cities in a growing crossway city without be that far away from home



/ New values and experiences based on the foundation of a fashion pole/smart city offered to a community always connected and with new experiential needs.

	MILANO	VARESE	RHO FIERA	MALPENSA
	25min	31min	15min	21min
	26min	25min	17min	17min





ATELIER EXPERIENCE



DEFILE EXPERIENCE



BRIDE ATELIER



HAND-MADE EMBROIDER



D&G COLLECTION PERMANENT



TOP 10 artists TEMPORARY



SHARING FASHION

03



CONCEPT

.03 CONCEPT



FASHION

Fashion follows trends and it is not meant to last more than a cycle. In the last decades a lot of deep changes followed up due to innovation in technology and social reasons.



STYLE

Style is what renders a person who he/she really is. It is something personal and it may not be reflected in the wearing and be just a personal behaviour or an halo.



ICONIC

To be iconic is difficult, because an Icon is a person who will live forever in the memory of everybody. Not to be forgotten is the only chance we have to defeat death.

"Fashions fade, style is eternal."

—Yves Saint Laurent

An hourglass is shown in a dark, moody setting. The top bulb is mostly empty, while the bottom bulb is partially filled with a fine, light-colored sand. A thin stream of sand is captured in mid-fall, creating a vertical line of light in the center of the narrow neck. The lighting highlights the curves of the glass and the texture of the sand.

ETHEREO

concept design

Why ETEREO?

ETEREO is born to solve a multi-brand problem, which is the coexistence of different identities inside a multi-brand store as for example La Fayette in Paris, France.

A place like this has been holding a war of colors, lighting, finishings among the different stands which should represent different identities brands for fashion, but in reality they create a lot of confusion for staff and customers too.

As the times are changing and the users too, nowadays customers do not pay attention anymore for the brand icons, but they care more about the finishings, the textures, the materials of the products they are about to purchase. A market report shows that the cu-

stomers are less loyal to a brand as it was in the past. This has led fashion companies to invest more on attracting new customers than to keep the old ones.

ETEREO aims to be a place where fashion is exhibited almost brand-less, in other words a main iconic identity will be spread all over the structure trying to comprehend all the different ones with a fancy but pure atmosphere where the clothes, the accessories and all the fashion products will be shown as they belong just to a main category: the fascinating "Italian style". The atmosphere will be focusing on the atelier working process, from the design part (materials, textures) to the catwalk and the collection exhibition.

in this page:

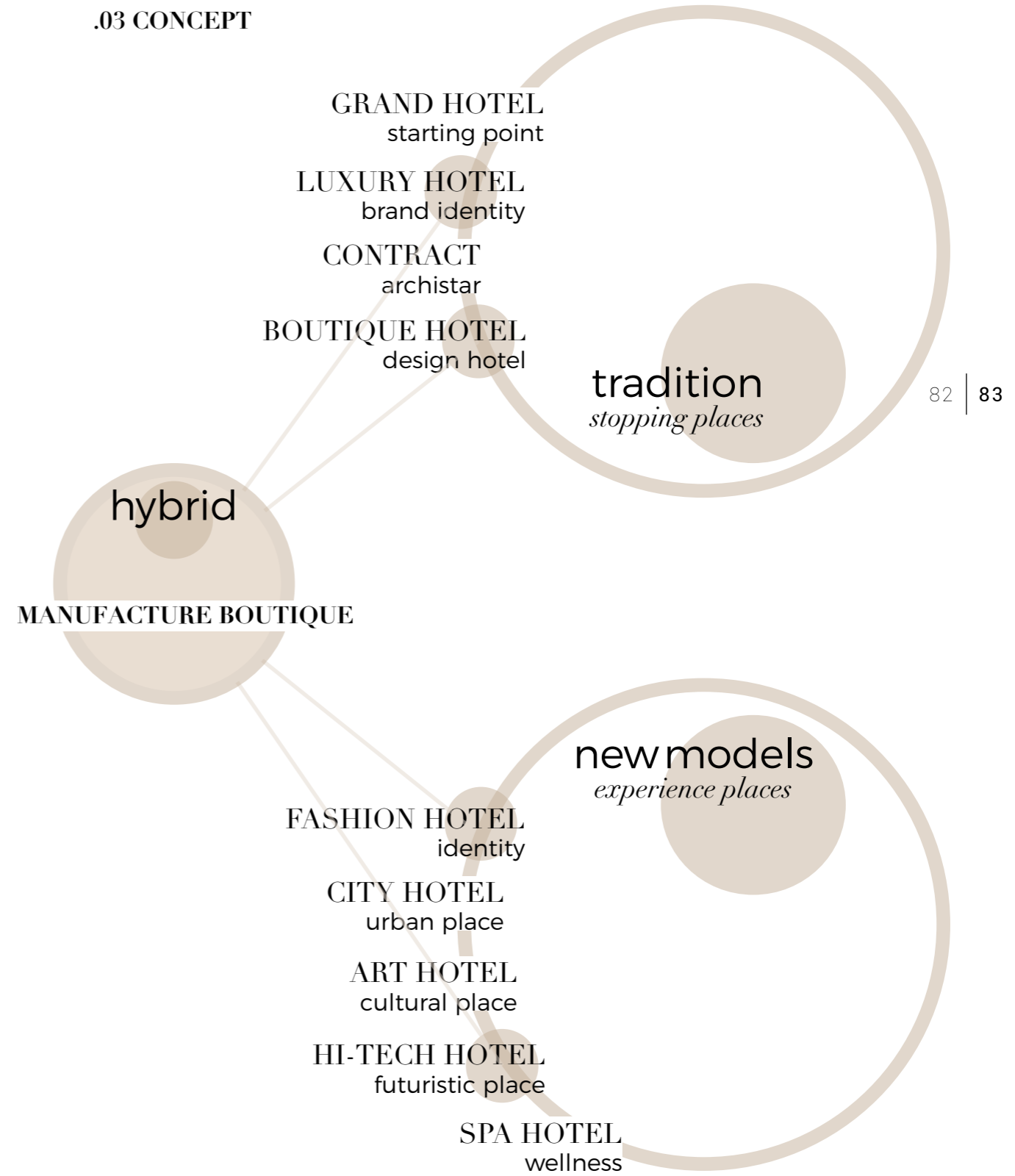
LA FAYETTE MALL
PARIS, PICTURES TAKEN IN 2019



ETEREO proposal / manufacture centred boutique hotel

The project proposal is to create a structure for permanent hospitality connected and promotor of real fashion companies of the territory (D&G; Vinicio; Abba Ricami, F.lli Ippolito; Anna D'Amato; Luisa Spagnoli; Via Verdi). The structure will become a showcase to exhibit the collections and works, as well as a complex of laboratories for workshops

and also a place to host indoor as well as outdoor events and activities for the retail field. The nearest Malpensa airport makes of Legnano a perfect destination for business trips. A space of hospitality, retail and exhibition .



HOTEL/FASHION

case studies /
Fashion becomes industry

The link between hospitality and fashion nowadays is more strong than ever. The chance of a fashion brand to give space and an accommodation for their clients; to consolidate their own image, telling a story and giving shape to a more solide brand identity; to conquer new slices of the markets are the reasons why more and more luxury fashion brands are investing in this business.

It all started with a few brand silently opening their new structures: the first one was Versace, the fashion company opened its first luxury hotel in Gold Coast, Queensland (AUS) in 2000, this initiative will be taken also by Armani, Bulgari, Moschino et al.

In this way maisons become lifestyle producers: accessories, furniture, fragrances, not only clothing. Hotellerie becomes a part of their offer. The concept of fashion changes, but also the hotel concept: from space where to stay for an exterior occasion, meeting or event, to a special and exclusive occasion to give yourself the best treatments and dive in the brand experience.

"We're really excited about new opportunities in travel. There's just so much room for great partnerships in the space, especially as retailers become more experiential," says the fashion brand's Brand Marketing Manager Samantha Moore

in this page:
VERSACE HOTEL HALL & MAIN ENTRANCE
QUEENSLAND, AUSTRALIA, 2000



INTERIOR/DESIGN

case studies

Valentino flagship store / D. Chipperfield / NYC

Architectural elements are at the heart of the design concept. Architecture is brought into the store rather than remaining on the exterior alone, thereby reducing the use of superficial decoration and thin panels to create an interior scenography. Architectural features such staircases, walls and columns remain exposed to reveal their intrinsic materiality and complement the items on display. This approach imbues the store with a sense of permanence and purity that reflects the quality of the brand's products. At the entrance, a double-height space houses a monolithic staircase made of palladiana. This entrance space is made of terrazzo and features a display wall (8 x 8 metres) in which a series of single shelves exhibit different items. At ground floor level, a completely new Ac-

cessories Concept is adopted, with terrazzo perimeter walls on which brass and oak shelves are attached for product display. The level above follows the traditional Woman Store Concept: an enfilade of rooms, each with different architectural characteristics, separating different types of merchandise. Each space offers a distinct atmosphere generated by a custom palette of colours, textures, and lights. The architecture is designed to complement the pieces on display, making use of a range of materials (**grey Venetian terrazzo with Carrara chippings, timber, marble, leather, carpet and carbon fibre**) subdued in colour to focus attention on the collections and also evoke a sense of intimacy.

.08 CONCLUSIONS

QUARTIERE CITYLIFE, MILANO
COMPLESSO RESIDENZIALE, 2015
VISTA AEREA NOTTURNA.

CITYLIFE COMPLEX, MILANO
RESIDENZIALE COMPLEX, 2015
AERIAL VIEW, BY NIGHT.



INTERIOR/DESIGN

case studies

D&G flagship store / Gwenael Nicolas / Miami

The two-level, 905sqm #DGLovesOsaka boutique at Midosuji is designed to reflect the unique local features of Osaka while still representing the brand's heritage, with red marble and pink onyx finishings touched off by pink rugs and wallpaper. A large baroque-styled mirror is a centerpiece of the decor.

Designed by top architect Gwenael Nicolas of Curiosity Studio, the new Dolce & Gabbana boutique in Miami was inspired by the Teatro alla Scala in Milan. Take a look at The New D&G Boutique in Miami with Milanese Inspiration!

This conceptual luxury store located in the Miami Design District, place of urban style and design, this interior design project, mer-

ge art, street style, and e D&G spirit in a dynamic and fascinating way.

Waves in the glass facade of the building architecture reassemble a theater curtain and highlight the ceiling illuminated by the fiberglass sculptures and statues inside the store.

The classic aesthetics of La Scala are found throughout the store including the glass and stone facade to the modern and sophisticated interior which blends old with new. Crossing the grand and elegant entrance, the D&G world takes center stage, exhibiting all collections surrounded by a refined selection of stone busts and statues, Baroque mirrors and counters, walnut furniture as well as gold and velvet finishes with clothing is displayed as a art.

.08 CONCLUSIONS

QUARTIERE CITYLIFE, MILANO
COMPLESSO RESIDENZIALE, 2015
VISTA AEREA NOTTURNA.

CITYLIFE COMPLEX, MILANO
RESIDENZIALE COMPLEX, 2015
AERIAL VIEW, BY NIGHT.



logo image

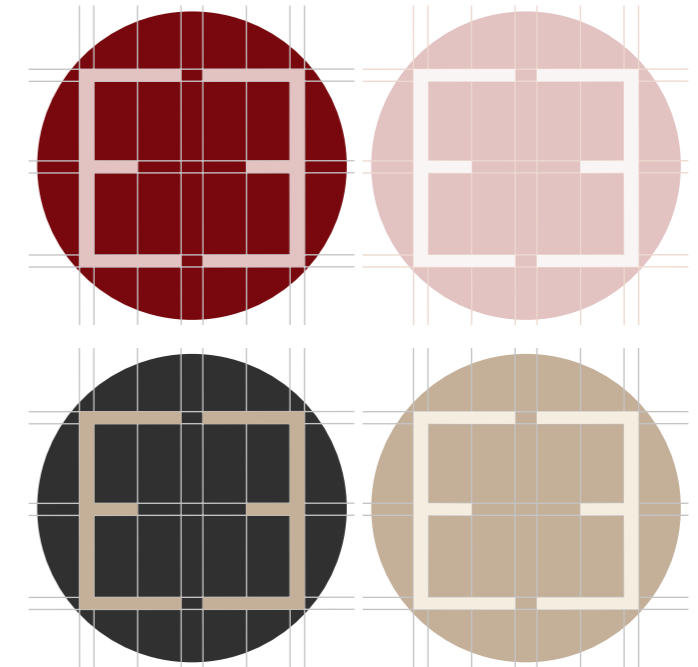
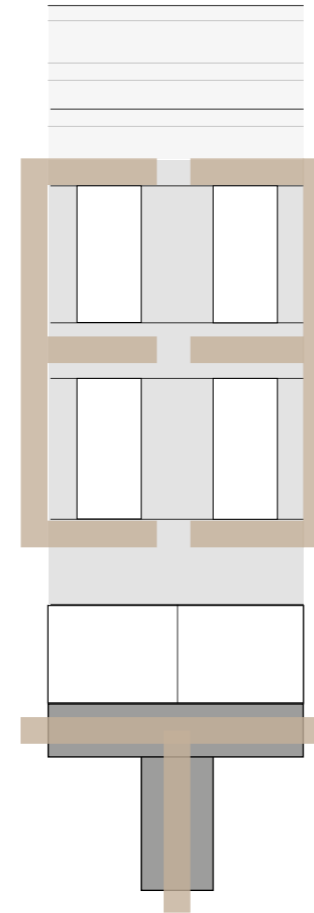


/e·tè·re·o/ adj

1.
Pertinente all'etere, secondo la concezione degli antichi: regioni e.; poet., del cielo: l'etereo padiglione (Foscolo); il sole... Di lucidi torrenti Inonderà con voi gli eterei campi (Leopardi).
ESTENS.
Immacolato, limpidissimo: una e. bellezza; una luce e.; celeste, diafano, incorporeo.
"una creatura e."

2.
Dell'etere cosmico.
"vibrazioni e."

Origine
Dal gr. aithérios •inizio sec. XIV.



TIMELESS

atmosphere



.03 CONCEPT

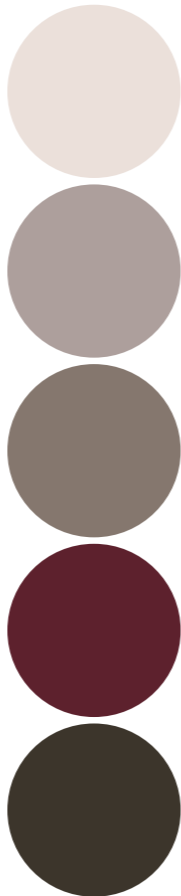


NATURAL



ON THE STAGE

colorboard
FASHION-FACTORS



ATELIER



MANUFACTURE

SMART



SELLING

DEFILE

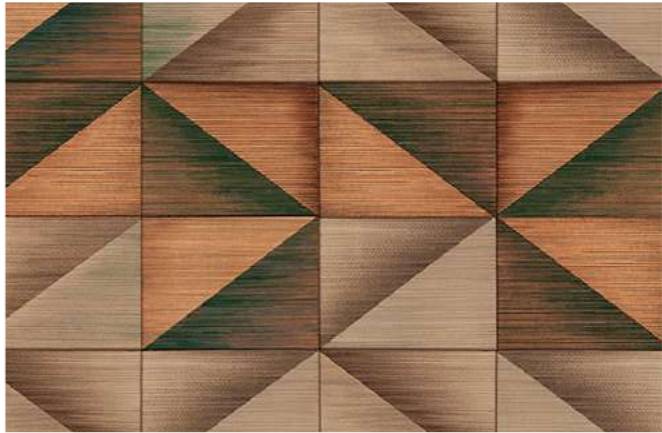


CATWALK

moodboard
MANUFACTURE



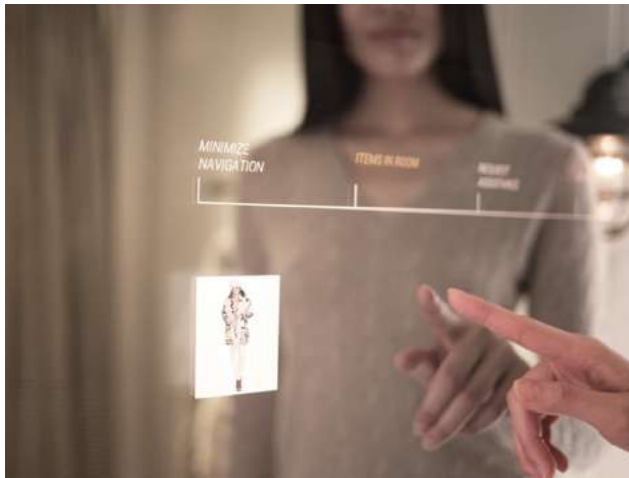
Material
concept



FASHION MAT.
PATCHWORK
PATTERN



moodboard
SMART/HI-TECH



Strategy
systems



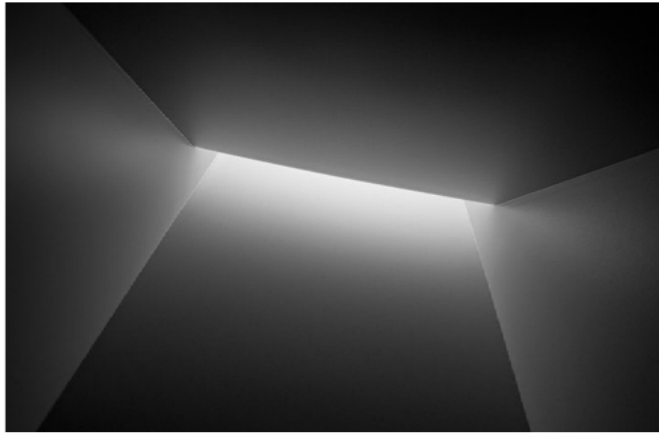
INTELLIGENT
CONNECTED
AUG. REALITY



moodboard
CATWALK



Lighting
concept



DIRECTION
DIRECT LIGHT
PATHWAY

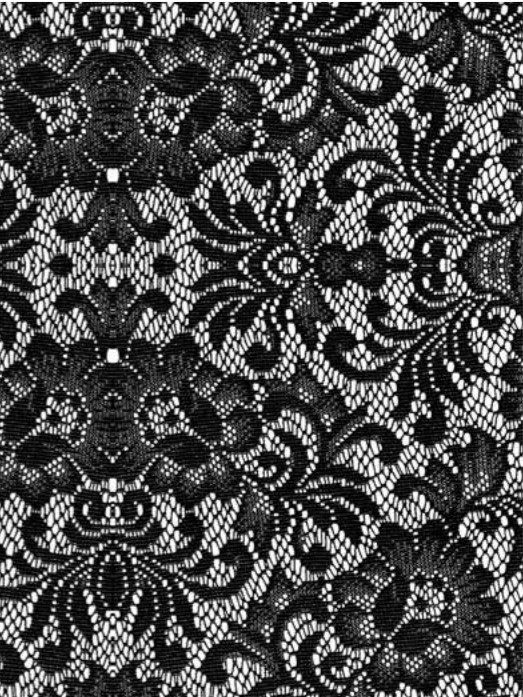


LEATHER



materialboard
INSPIRATIONS

LACE



SILK

GOLD

materialboard



Layout services in the structure

T1 Building was supposed to be occupied by different kind of offices and agencies but at the end just one imprenditor of fashion decided to open his own multibrand boutique in the east wing of the building. Vinicio is one the most important and recognised imprenditor of Legnano city and his field is fashion. The square which is enclosed by the V-shape of the T1 building is dedicated to Gianfranco Ferrè, famous designer who was born in Legnano.

The functions of the hospitality structure have been spread all over the space according to the level of reservacy and exclusivity, growing as it is getting to higher levels.

/ On the outside, thanks to the square conformation which recreates a pretty close environment there will be some stands for catering, fashion sharing and events of defilé. Inside the structure a Bar & Restaurant opened to all the clients of the structure

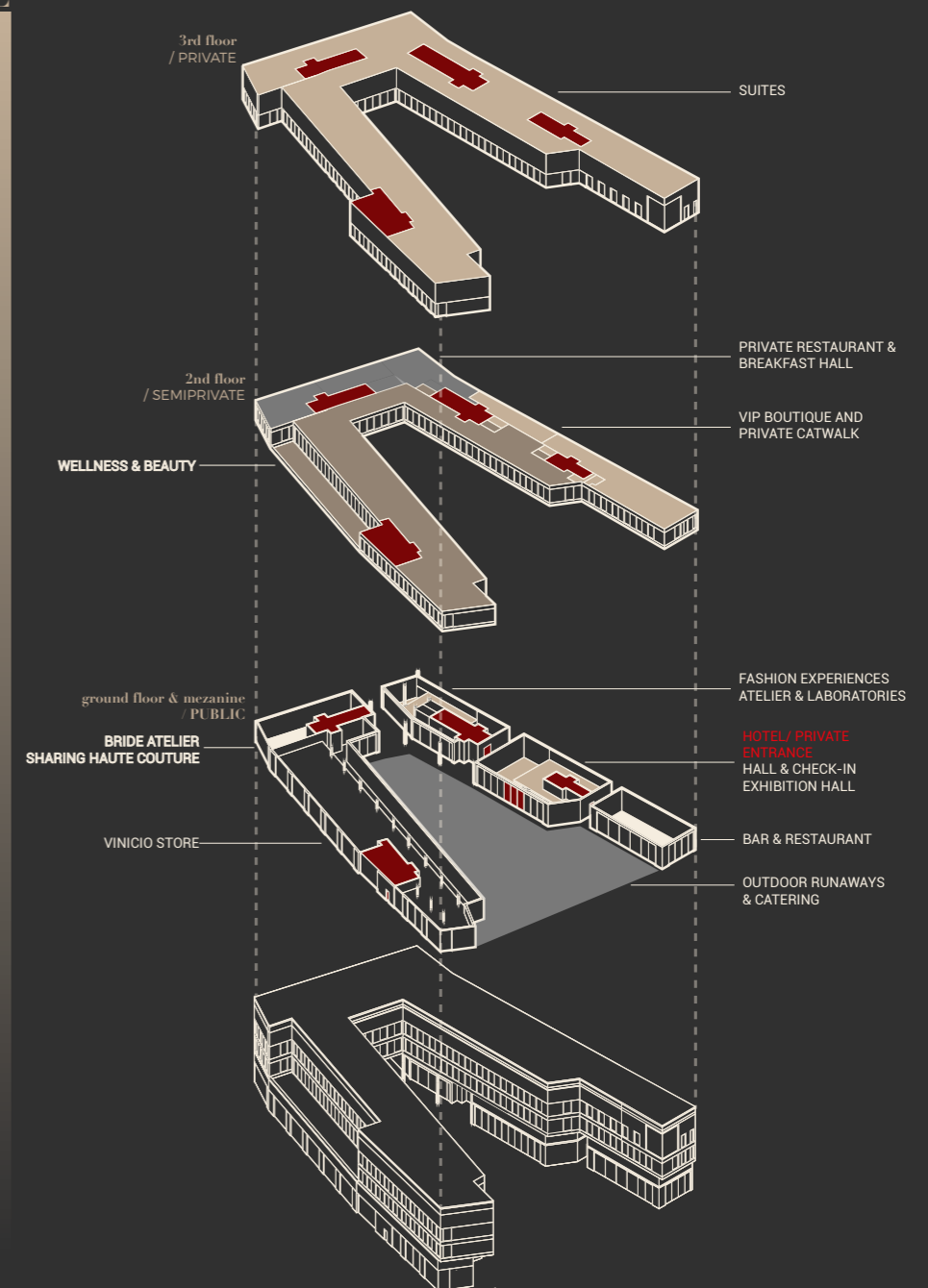
and the foreign people too; the Ateliers that will be promoting their workshops and experiences of fashion; The hotel main hall, which will host also an exhibition space for tha manufacture history and the new "minor artists" showing off their works temporarily. On the other side Vinicio multibrand store.

/ On the first level there will be the wellness & beauty area, available to all the guests coming directly with a private elevator from their suites on the top level; A private restaurant and breakfast hall for who won't go downstairs to the bar & restaurant.

/The top level is a full-suites level, counting more than 30 suites of different extension.

There are four private accesses from the outside and one to the public; the firts ones will be accessible just with a fingerprint opening system for guests who are already registered in the hotel system.

PRIVATE



04



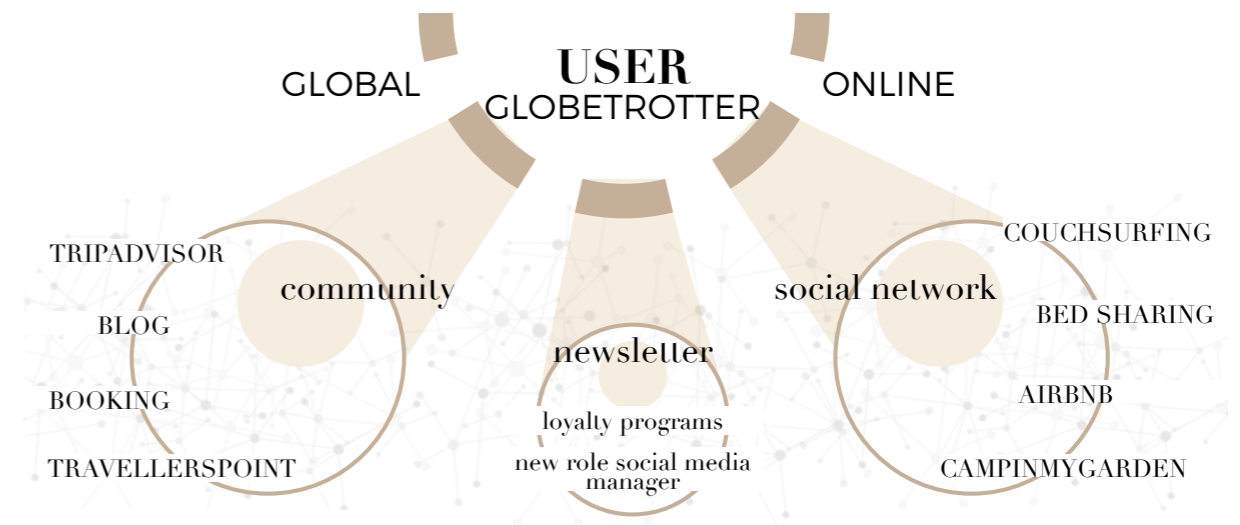
TARGET

.04 TARGET

Users habits are changing a lot due to the globalization and the online experiences. The user need is to be always online, connected with his own life even if he is traveling for pleasure. Those new devices which allow everyone to be always in touch with each others, no matter the distance or the timing factors, had led to new needs and new models of hospitality and retail. People use to travel a lot more than in the past, and also the age of the globetrotters has decreased drastically with the young travelers. The

IoT produced a new kind of life, a social life which gave birth to new communities and tribes according to the users' profiles.

In general it is right to say that tourism has oriented its finances towards an experiential tourism, investing a lot even in the territory services and hidden treasures. Everything to propose a unique product tailor-made on the tourist's needs able to give new incredible feelings and moments to be hold in people's memory.



*“Who lives sees much.
But who travels sees more”*

/ arab proverb /

Millennials and tribes target



ONLINE



NO TIME



VANITY

A target research from Amadeus ("Future Traveller Tribes 2030 Building a more rewarding journey") tries to give shape to the new traveler of the contemporary age according to the new technological improvements in the IoT field.

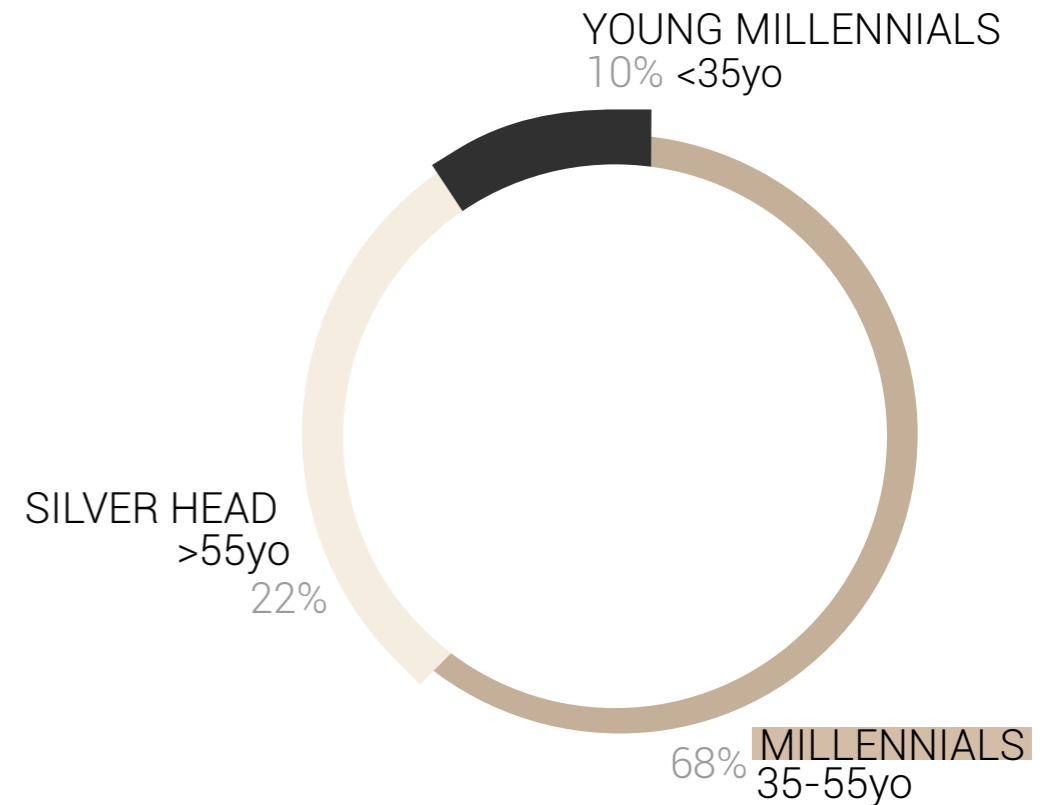
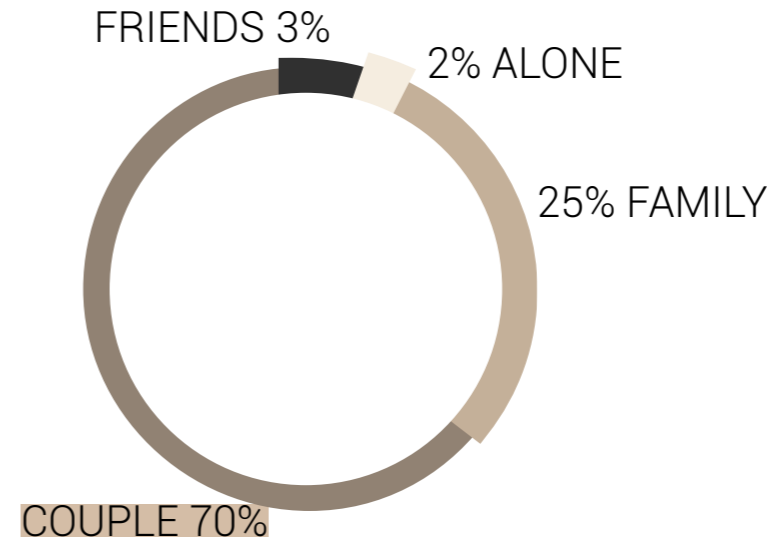
People use to spend their time abroad in couples or with the family, rarely with friends or alone.

Especially in the luxury market the target of destination has been restricted to the new millennials in their 35-55yo, due to financial freedom more easily reached during this period of everyone's life.

Also in the luxury filed a more experiential model is preferred to a material-based one: if people has to choose between a luxury product purchasing or a luxury travel, most of the times they opt for the second one.

.04 TARGET

in this page:
CHART ON THE TYPE OF TARGET STAY
 PERCENTAGE RATE
CHART ON THE TARGET AGE
 PERCENTAGE RATE



Maslow pyramid target's needs



ONLINE



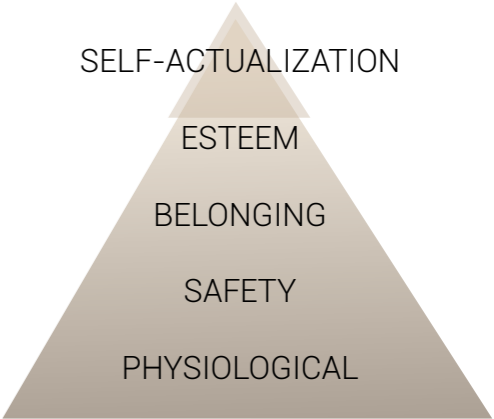
NO TIME



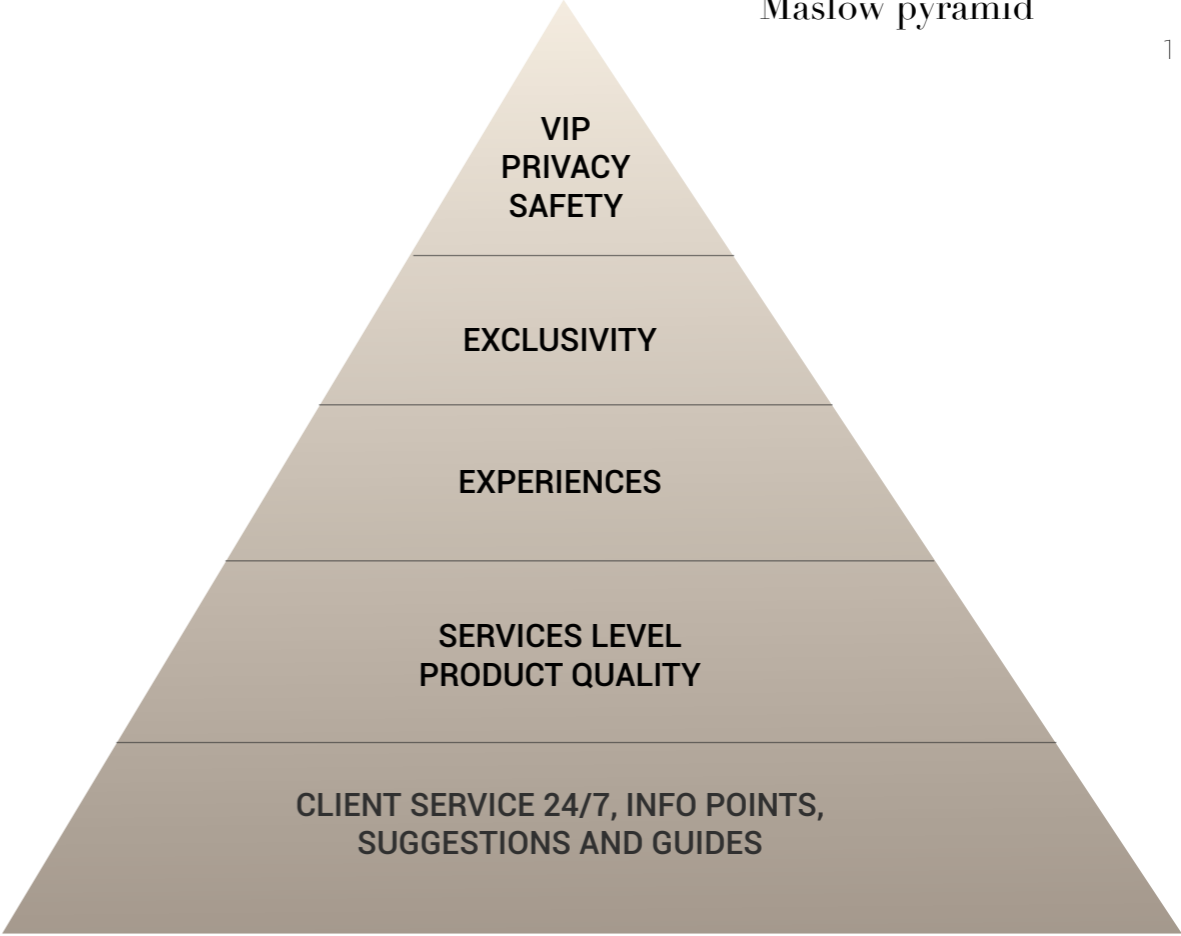
VANITY

maslow needs hierarchy can be applied also to the travel experience. This model is a motivational theory in psychology comprising a five-tier model of human needs, often depicted as hierarchical levels within a pyramid. Needs lower down in the hierarchy must be satisfied before individuals can attend to needs higher up. From the bottom of the hierarchy upwards,

the needs are: physiological, safety, love and belonging, esteem and self-actualization. The more the traveler is already used to luxury traveling, the more he will need to realize the top level needs of the pyramid, to maintain his satisfaction level high. This traveler hierarchy needs has been validated by a pool of experts of luxury travel in the event "Connections Luxury" in 2016.



Maslow pyramid



Maslow pyramid applied to traveler tourists

Luxury travel tribes target's needs

The aim is to describe the new luxury traveler generation, which has to be understood in their personalities and characteristics by the operators in the world traveling, in order to realize products and services tailor-made on their needs and expectations.



ALWAYS LUXURY
4%



SPECIAL OCCASIONS
20%



BLUXURY
31%



NO TIME TO SPEND
24%



EXTREME OPULENCE
18%



INDEPENDENT
3%

Luxury travel tribes target profiles

Future travelers tribes, described by the "Future traveller tribes 2030: Understanding Tomorrow's traveller", consider the users on the basis of their attitudes, not their age, gender or traveller class



OBLIGATION MEETERS

Work obligations first, then the pleasure. Every commitment or need is thought in relation to be in a certain place in a specific time. No wasting time



SIMPLICITY SEARCHERS

Simplicity and transparency in every organized plan. To delegate decisions is a must to avoid long researches.



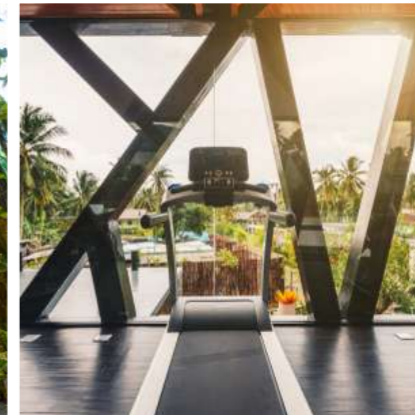
ETHICAL TRAVELLERS

To pay attention to the environment, political and ecological ideals giving shape to the user's actions and decisions.



CULTIURAL PURIST

Taking advantage of the journey to dive in a different culture, trying to take the distance from the routine life.



REWARD HUNTERS

Focusing on the person. Luxury is a vice and fitness a manner to improve themselves. The reward for the hard work spent in other fields is what motivates them up.



SOCIAL CAPITAL SEEKERS

They know that being good travelers is a personal quality and their choices are based on the desire to obtain visibility from their experience. They use social media to share moments.

Conclusions

target

PROFILE

NEEDS

TASTE

MOBILE/ONLINE

CULTURE

COUPLES
 FRIENDS
 COLLEAGUES

36-55YO
 MILLENIALS

PRIVACY
EXCLUSIVITY
 LIFE LINK
 ESCAPE
 COMFORTS
NOT TOO FAR

VALUES
 PRICE

EXPERIENCES
 GOODS

SOCIAL MEDIA
 SHARING
 BOOKING
 PURCHASING

LEARNING
 TRADITION
 INNOVATION

Fashion addicted profiles and scenarios



EXPLORERS

They are the curious travelers who want to find a unique experience and at the same time interesting in fashion. To learn, visit and enjoy is the aim of the journey.

Age: 16+

Stay: 2-3 Days

Needs: Fun, relax zone, restaurant & bar, laboratories, events, catwalks, social media experience.



MODELS

They are a part of the staff cruise but with some privileges too. They live the experience from the inside (back of house) and they benefit of the hospitality services.

Age: 18+

Stay: 2 Days

Needs: Fitting rooms, temporary stay, break zone.



TRADERS INVESTORS

They are part of the sponsors and the brands' managers, they can be hosted for long periods to take part to events, updating courses on the new collections.

Age: 30+

Stay: 2-7 Days

Needs: Suite long-stay, break zone, restaurant & bar, events with limited time



VIP

They are the clients who belong to the most exclusive class, who research the entire package of services and the full experience. They expect to enrich their personal knowledge.

Age: 25+

Stay: 7 Days

Needs: Suite long-stay, break zone, restaurant & bar, events, laboratories, exhibitions, dedicated staff, VIP boutique, fitness, green areas, Spa, social media experience.



BRIDES

They are the future brides who are looking for the right customized dress of their dreams. The aim to perfection in a refined atmosphere, reserved where to feel at ease during the say yes to the dress experience.

Age: 25+

Stay: Daily

Needs: Break zone, aperitivo, fitting room, mirrors, private area, atelier.

05



EXPERIENCE

.05 EXPERIENCE / SERVICES

In this chapter a list of the structure's functions is analytically described with all the kind of activities and services offered in Etereo project. But this is not just to talk about a detailed program of actions, but better it is talking about the experiences given to the users and at the same time about the opportunity of spreading a concept model oriented towards the manufacture context in a region which is the number one in the field, not just in Italy but in the whole continent too. Everything thanks to a project of redevelopment of a suburb area to give a new appeal and to indagate new visions of hospitality and retail too.

The all project aims to give a new sense to Legnano and improve the strategical value of

the city, able to attract people but also new activities, trying to expand and to export a massive driver as fashion can be considered to be, from Milan center (nowadays considered overcrowded, congested and difficult to express new visions and its real potential in fashion business) to the suburbs offering a new fresh landscape.

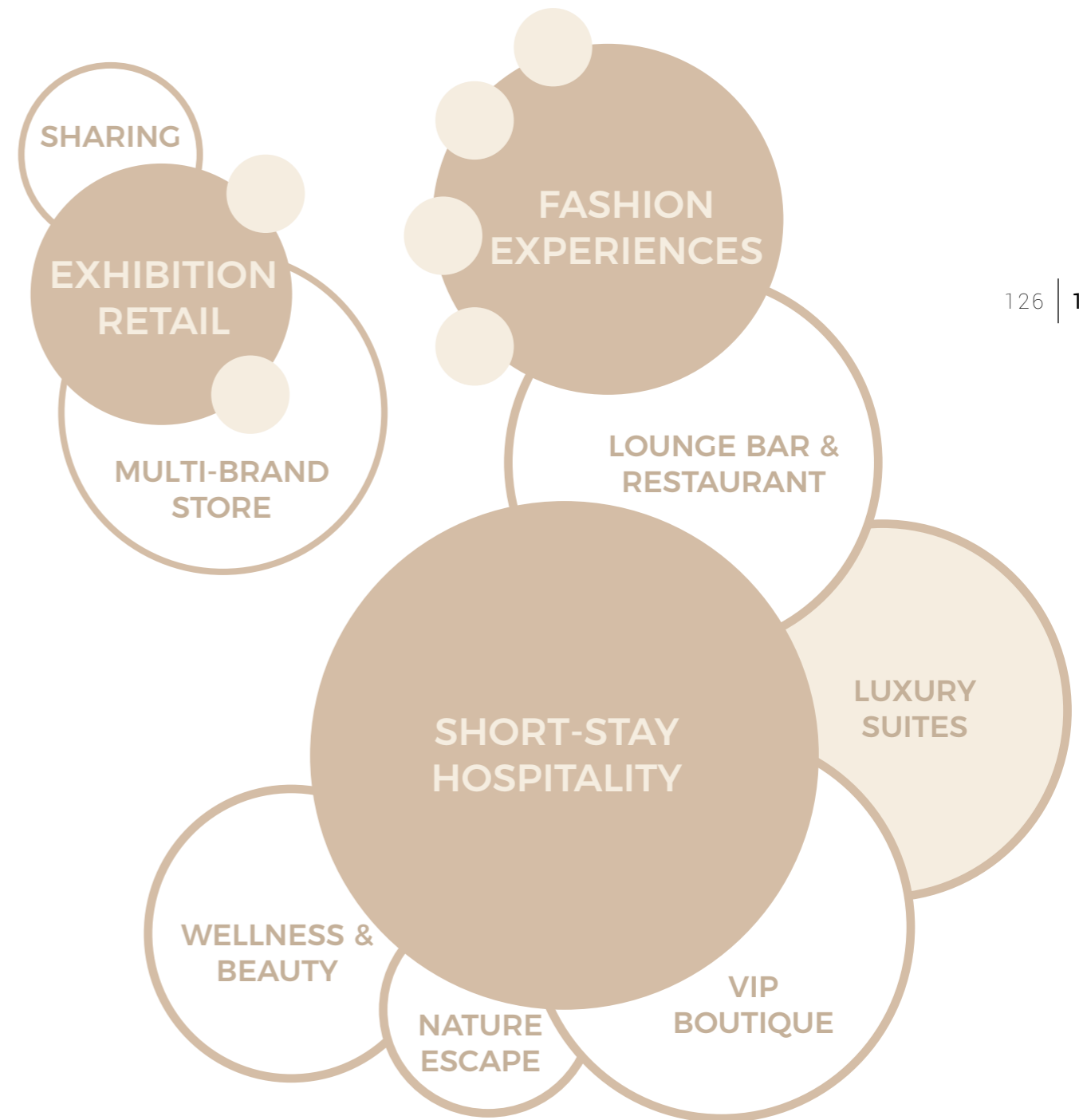
The project's mantra is supported by Regione Lombardia which commits to support the promotion of the whole region area through the SLOW TOURISM, considered by Lara Magoni - assessor to the tourism, fashion and sport - as a personal challenge to reach new goals and limits for its region and to give new perspective for the future.

Services for fashion experiences among to choose

ETEREO is a multi functional place, where different realities meet and collaborate among each others. The user can be interested specifically just in one of them or instead he could be interested in many ones.

Fashion is a contest which tends to contaminate itself with other ambients, the one related to exhibition and retail, trying to sell and promote different collections even through different and new channels of promotion, such as the sharing fashion products expe-

rience that allows people who cannot afford to purchase luxury brands' products though. These products are the result of a work taken from the atelier, the laboratories of the fashion institution. So the workshop and manufacture experience is connected with the human functions too, to eat, to enjoy, to sleep. In this way the project moves towards a total functions building direction, also thanks to the massive area of the Legnano's building taken in consideration.



EXHIBITION RETAIL



The exhibition project will show off two different kind of exposition.

The first one is shows the masterpieces of the Lombardy top 10 luxury fashion brands in the haute couture sector. It is a big showcase of all the works, the sketches, the patterns and the most important historical pieces of their collections. It is going to become a museum of the biggest Northern fashion icons . On the right a list of the top 10 brands collected to be part of the exhibition.

On the other hand the space will be the perfect showcase for young and talented fashion designers and jewelry artisans to promote their works and theirselves too, side by side with the ones that managed to climb

the business fashion market till the top.

This manufacture promotion action will be also supported by the Regione Lombardia, that has included in their XI legislature the "fashion promotion as marketing driver of the territory" as a point of action to give value at the fashion and business too.

To those two main exhibition activities will be then supported by a retail existing multi-brand store, Vinicio, which could directly sell to the customers the clothing products already seen, if available; and the sharing experience too, the possibility to rent some clothes, accessories without the purchasing them.

Sharing experience



Maisons collections permanent



Top 10 artists temporary



Vinicio multi-brand



/ Dolce & Gabbana

Fondata nel 1985 a Legnano da Domenico Dolce e Stefano Gabbana
Fatturato: 1,30 miliardi di euro

/ Fondazione Gianfranco Ferré

Fondata nel 1978 da Gianfranco Ferré a Milano

/ Versace 1969

Fondata nel 2001 a Busto Arsizio dallo stilista Alessandro Versace.

/ Armani

Fondata nel 1975 da Giorgio Armani a Milano

Fatturato: 2,5 miliardi di euro

/ Prada

Fondata nel 1913 da Mario e Martino Prada a Milano

Fatturato: 3,2 miliardi di euro

/ Versace

Fondata nel 1978 a Milano dallo stilista Gianni Versace e condotta dopo la sua morte dalla famiglia

Fatturato: punta a 1 miliardi di euro

/ Etro

Etro è stata fondata nel 1968 da Gerolamo "Gimmo" Etro.

/ Trussardi

Etro è stata fondata nel 1911 a Bergamo da Dante e Nicola Trussardi.

/ Moschino

Fondata nel 1983 a Milano da Franco Moschino

/ Missoni

Fondata nel 1953 a Gallarate da Ottavio Missoni e Rosita Jelmini.



MAISONS COLLECTION
PERMANENT



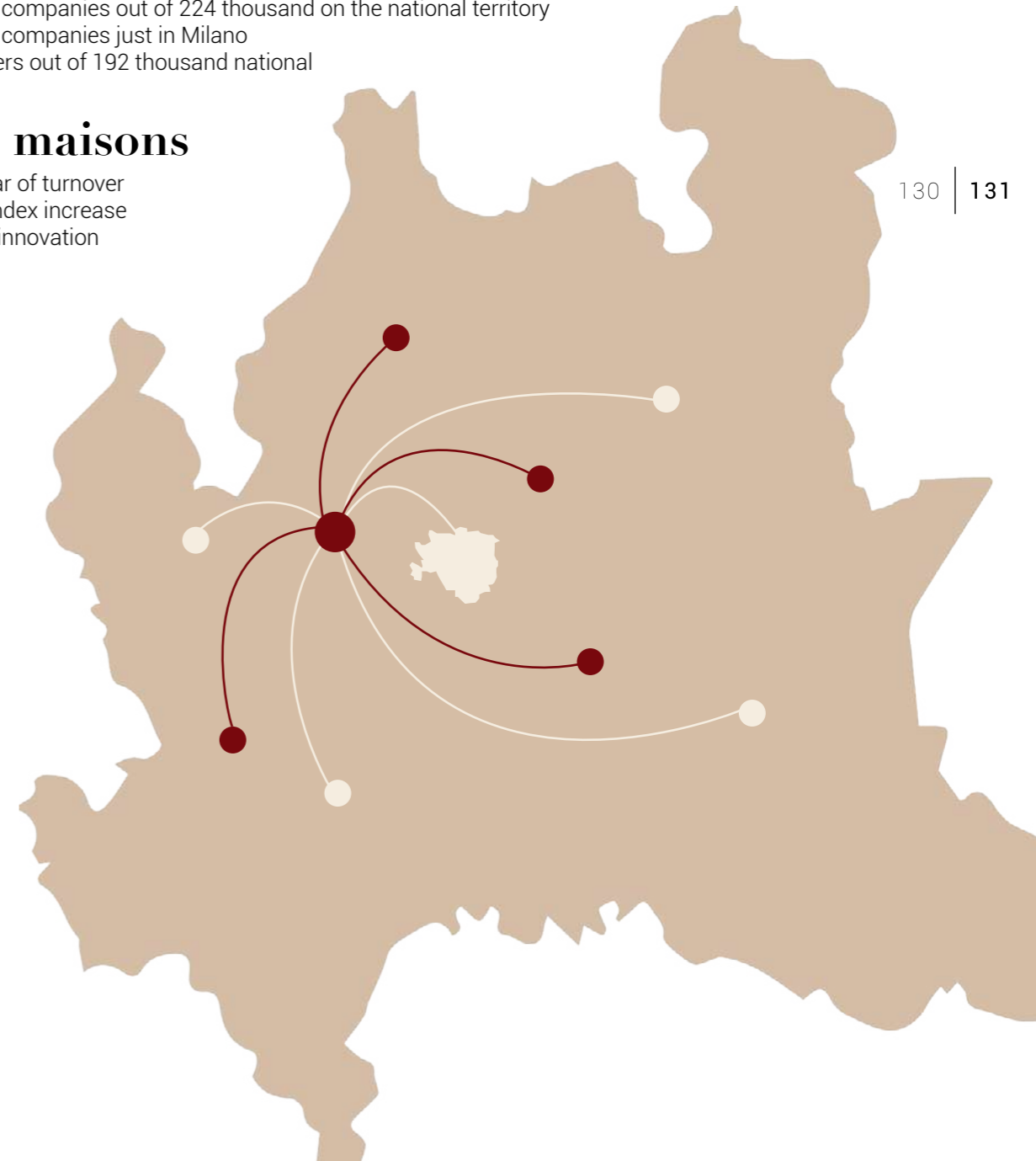
TOP 10 ARTISTS
TEMPORARY

● Lombardy's fashion

34 thousand companies out of 224 thousand on the national territory
13 thousand companies just in Milano
91.000 workers out of 192 thousand national

● Top maisons

19 billion/year of turnover
occupancy index increase
tourism and innovation



SHARE/FASHION

case studies / sharing experience

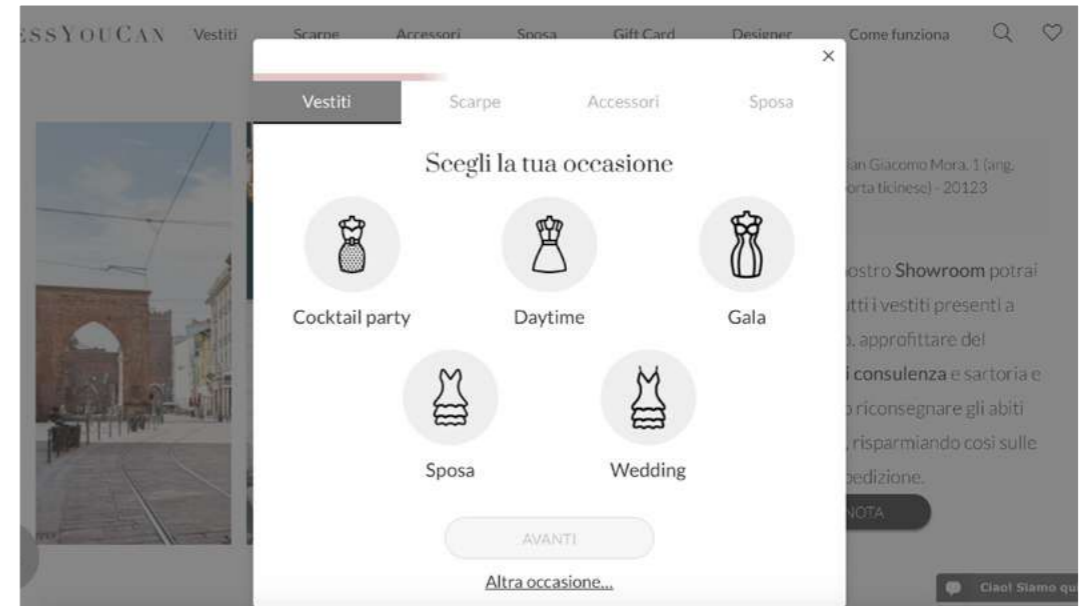
Dress you can

Referring to Millennials, he added: "This is not a generation that is hung up about **ownership**, or for whom a mortgage-free home and security in retirement are at the top of their wish list. The Millennials are far more motivated by **life experiences and personal enrichment**."

According to a report by PwC, **51%** of total turnover in the sharing economy for retail and consumer goods are from people **under the age of 29**. This percentage drops with age – only seven percent of turnover comes from consumers over the age of 60 – and points to a generational change in attitudes. Additionally, **60-70%** of a luxury brand's cu-

stomers are new every year, and of those, only **10-20%** are still customers a year later. This means that it is extremely important for luxury brands to devote significant resources to attracting new customers. Traditionally, younger customers begin their relationship with a luxury brand through the purchase of small-ticket items like accessories, before eventually moving on to the more expensive products as their purchasing power increases. With the rental model, however, they can access a much wider range of a brand's stock from the beginning of this journey, making their initial experience with a brand that much stronger.

in this page:
DRESS YOU CAN / START UP
<https://www.dressyoucan.com>
 at the bottom the three founders of the company
 2014



FASHION EXPERIENCES



FASHION TOURISM is a niche market segment evolved out of three major sectors: Creative Tourism, Cultural Tourism and Shopping Tourism. Fashion Tourism can be defined as “the interaction between Destination Marketing Organizations

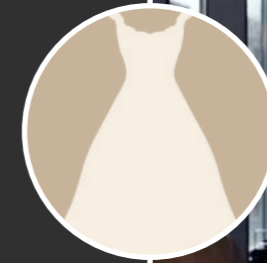
(DMOs), trade associations, tourism suppliers and host communities, with people traveling to and visiting a particular place for business or leisure to enjoy, experiment, discover, study, trade, communicate about and consume fashion.

Creative

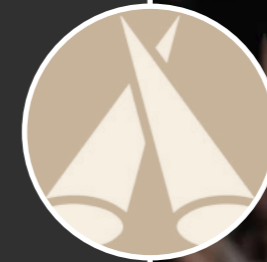
Cultural

Shopping

Atelier experience



Defilé experience



Bride atelier



Hand-made embroidery



Atelier experience

Program:

Clothes realization;
Pret-a-porte;
Haute-couture;
Sartorial laboratories;
Techniques and tradition;
Innovation;
Process and designing concepts;
Visiting D&G and Versace1969 maisons.

Timing:

Midweeks;
8h/day



Defilé experience

Program:

Collections presentation;
Defilé;
Aperitivi and events;
Emotions-generating;

Timing:

Saturday
4.00pm-2.00am

136 | 137

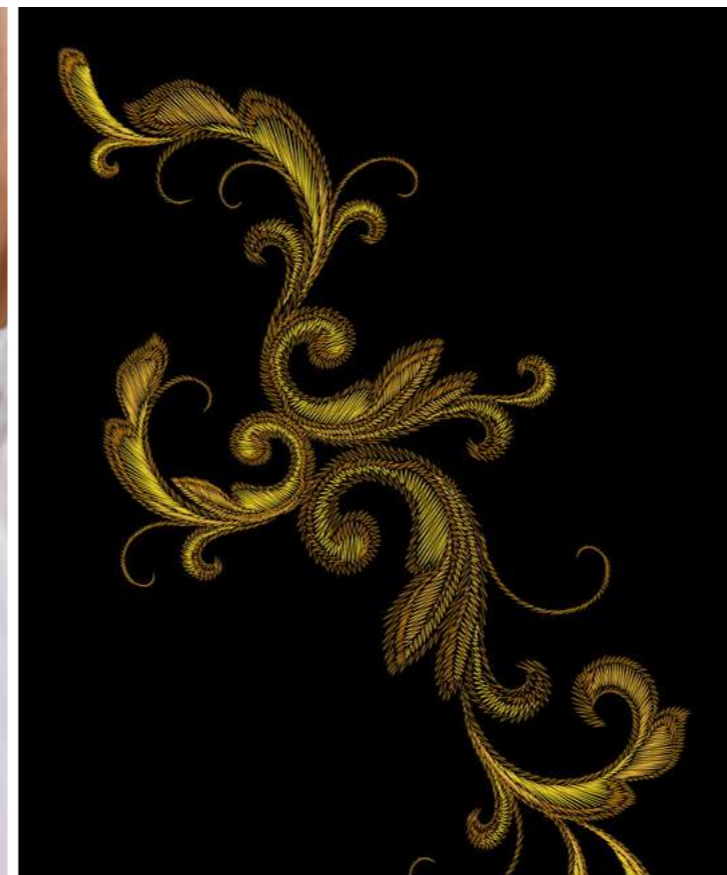
Bride atelier

Program:

Tailor-made designing;
Choosing materials, texture, laces;
Expertes consulting;
Unique feminine experience;
Aperitivo.

Timing:

Midweeks
2h/4-6h



Hand-made embroidery

Program:

Embroidery workshops;
Using chassis as well as hand-made;
Tradition and experience;
Techniques learning;
Collections visit;

Timing:

Midweeks
4-6h



Restaurant

VIP Area (Clients):

Breakfast 6-11
Lunch 12-15
Dinner 19-24

Public:

Lunch 12-15
Dinner 19-23

Timing:

1-2h

Needs:

Areas subdivision;
Layers of privacy;
Different seats height;
Visual comfort and identity;



Lounge bar

VIP Area (Clients):

Aperitivo 18-21
Night 21-2

Public:

Breakfast 9-11
Aperitivo 18-21
Night 21-2

Timing:

1-3h

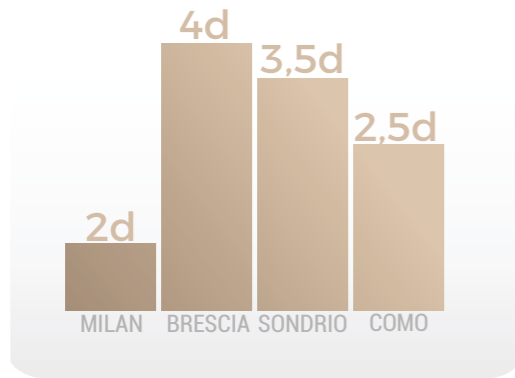
Needs:

Areas subdivision;
Layers of privacy;
Different seats height;
Visual comfort and identity;





SHORT-STAY HOSPITALITY



on the left:
AVERAGE STAY IN LOMBARDY CITIES CHART
 CNR-IRISS, XXII RAPPORTO SUL TURISMO ITALIANO
 FEB 2019

Lombardy is one of the most appreciated destination for short-stay tourism, both leisure but especially business oriented. The average permanence in Milano city is about 2 days of stay, in comparison with cities like Bescia (4 days), Sondrio (3.5days), Como (2,5days). But comparing with the other regions of Italy, for example with Emilia- Romagna, there is

an important difference about numbers too: Even though Emilia Romagna has the double of the tourists per year, Lombardy manage to be the first region for annual income: the milanese tourists have more purchasing power in their pockets. This is why the luxury field is so steady or even growing.

Wellness & beauty



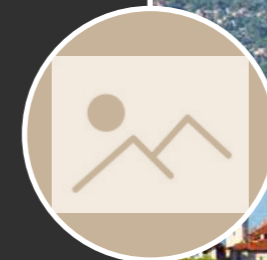
VIP boutique



Luxury suites



Transfers & outdoor



Wellness & beauty

Program:

Gym;
Music treatment;
Meditation;
Courses;
Personal Trainer;
Beauty treatment;
Body massage;
Sauna.

Duration:

2-4 hours



VIP boutique

Program:

Personal shopping;
Discover new collections;
Discover old collections;
VIP event;
Tailor-made;
Custom-made;
Accessories;
New art jewelry.

Duration:

2-4 hours

142 | 143

Luxury suites

Program:

Luxury or sports car hiring;
24h Room Service;
Intelligent building app;
Wi-Fi Internet connection;
Digital and satellite TV ;
"Express Laundry & Ironing";
Babysitter;
Car hire with chauffeur;
Business lunches, coffee breaks, and
corporate aperitifs.

Duration:

2-14 Days



Transfers and outdoor experiences

Program:

Airport transfer;
Babysitter;
Reservation and purchase of tickets for
exhibitions and events
Planning of excursions and guided tours;
Transfer services to and from the main
airports;
Car hire with chauffeur;
Boat trips on Lake Como for unforgettable
moments in a fascinating location full of
history.

Duration:

Daily

Scenarios



BRIDE ATELIER

- 14h Arriving to the Maison on appointment
- 14h Visit the Atelier to choose the desired style
- 15h Fitting
- 16h Small buffet with cocktail
- 17h Going back home



DAILY EVENT VISITOR

- 10h Breakfast or brunch at the bar
- 11h Visiting exhibition spaces
- 13h Having lunch at the restaurant
- 15h Getting ready for event runways, presentation new collections, visit to the laboratories
- 18h Aperitivo and relax at the lounge bar
- 22h Going home



WEEKEND WORKSHOP

- 9h Arriving to the Hotel and doing the check-in
- 9.30 Breakfast at the bar
- 10h Workshop starting
- 13h Having lunch at the restaurant
- 15h Getting ready for event runways, presentation new collections, visit to the laboratories
- 18h Aperitivo and relax at the lounge bar and wellness area
- 20h City tour (Cinema, Theatre)
- 22h Going back to the hotel



HOTEL CLIENT

- 12h Arriving to the Hotel and doing the check-in;
- 13h Lunch at the restaurant
- 15h Relax at the room, wellness area or outdoor experience
- 17h visiting the maison with the last collections and multi-brand shopping
- 20h Going for dinner or aperitivo
- 22h Relaxing in the lounge bar or doing a city tour (Cinema, Theatre)
- 00h Going for sleep



E//SUITE

ETEREO SUITE

This apartment of 110mq is an example suite of the hospitality project. It has been chosen for its double height ceiling and the wide windows opening up the view upon the city. Its layout comes from the intersection of the spatial and functional needs of the user and the architectural's ones too. It represents a new concept of living our interior space through the devices and systems, which

gives the shape to a smart building. The luxury and timeless design inspired by the last Bulgari hotels, spread all over the world, is opportunely declined to the suburb area of Legnano, to the users' taste and the fashion world, taking inspiration from the runaways, the atelier work and the materials belonging to the fashion field.

*“The private space is the one without the public
gaze”*

/ Ida Faré / I discorsi dei luoghi /

HI-TECH

case studies

CityHub Digital Hostel / Amsterdam

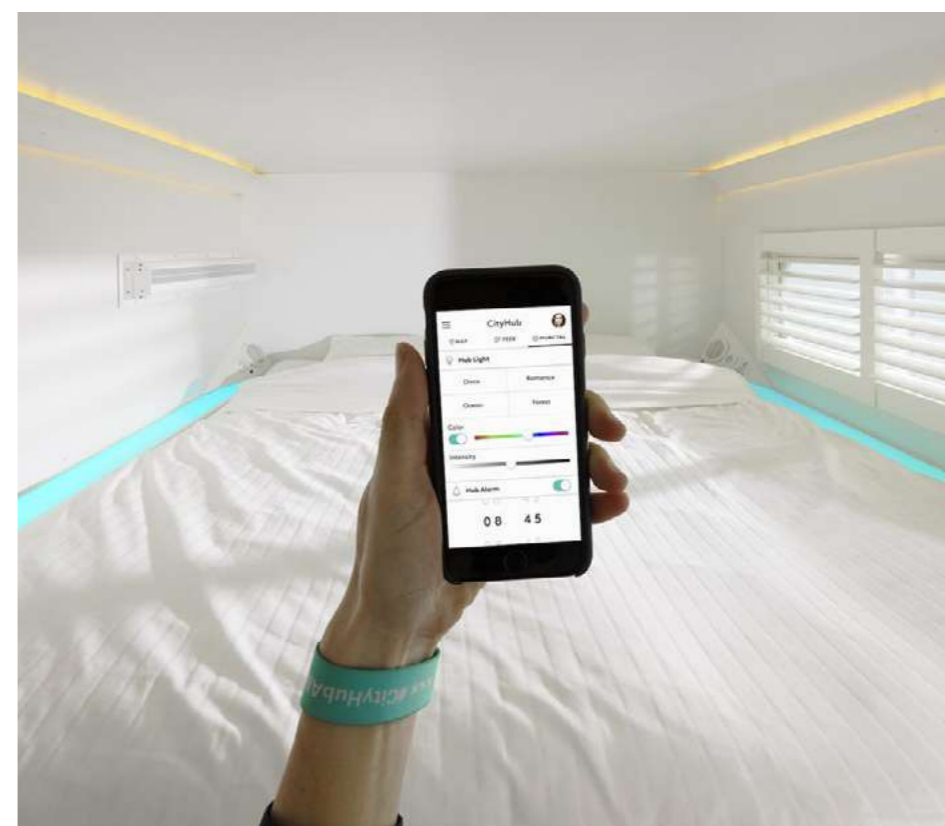
Amsterdam is the city of the most high-tech hostel of the world.

Passing through Switzerland and its experiences (and high prices too) which leave anyone astonished, it is a must seen the low-cost, affordable experience of CityHub, an hi-tech hostel for young users with low budget.

There are 58 double bedrooms, which look like capsules (capsule hotel design) for their dimension and colors. Every room is Wi-fi equipped, and some audio streaming systems are included too. It is possible

to access to all these feature thanks to a bracelet provided by the hostel after the check-in.

Through the hotel app is possible to change the color of the lighting bulbs and LED strips inside of the cabin considering your mood, it is possible to get in touch with the community of the CityHosts, in other words local guides offering suggestions and assistance on what to do in the city. The restrooms are shared with the other users and the bar too, which is the perfect spot to make new friendships with the other hosts nearby.



in this page:

CITYHUB, AMSTERDAM
CORRIDOR VIEW, DOUBLE ROOM

INTERNAL VIEW FROM THE
TOP BED, APP TO CHANGE
THE LIGHTING

HI-TECH

case studies

BlowUp Hall 5050 / Hi-tech hotel / Poland

To avoid the long waiting in front of the reception counter and in order to speed up the check-in and check-out procedures was the concept idea who led BlowUp Hall 5050 thinking to an independent experience through technology.

In Poland a new modern design hotel opened and it wants to surprise its hosts with different kind of installations of digital art and gives to all of them a smartphone through which is possible to control systems of their own bedroom, to receive news alerts and infos about the events and the cultural acti-

vities nearby. A good bond between Hi-tech and art.

Blow Up Hall 5050 is a hotel, restaurant and bar that also doubles as an interactive work of art due to its numerous digital art installations. The lobby installation blows up images of guests through surveillance-type shots. Traditional check-in is outdated at Blow Up Hall 5050. Instead, guests find and access their rooms using a digital key sent to an iPhone provided by the hotel. Blow Up Hall 5050 contains 22 guest rooms and event spaces that can hold up to 700 people.



in this page:

BLOW UP HALL 5050
FIVE STAR HOTEL
22 ROOMS
2013

LAYOUT / DESIGN

case studies

Bulgari Hotel / Shanghai / A. Citterio & P. Viel

After the opening of the Milan Bulgari hotel in 2004; the first resort in Bali (Indonesia) in 2006; an hotel in London in 2012 and the second resort in Dubai, the big chain of Bulgari Hotel has decided to open also in China, firstly in Pechino (2007) and now in Shanghai, where Bulgari founded the sixth jewel of his personal luxury hospitality collection.

The structure occupies eight out of the forty floors of a new skyscraper built on the river's shore, with more of eighty suites, a spa and a restaurant/bar on the rooftop. Probably one of the next openings will be also a second hotel in Milan and one in the Italian capital, Rome, where Bulgari will lead to new life an old administrative building, (ex-Palazzo monumentale of INPS in Piazza Augusto Imperatore). The pipeline is between the 2020 and 2022. In 2020 is going to open in Mosca and Paris, and by the 2022 will be Tokyo's turn.

Located in a suggestion location at the river

shore, few minutes away from the city center, the hotel stands above the city creating a bond between past and future thanks to its extraordinary design looking for imposing new luxury standards and in the hospitality field. Like all the other Bulgari's structures, the design has been curated by the well-known architecture studio of Antonio Citterio and Patricia Viel, which succeeded to create a fascinating contemporary masterpiece linking the Italian originality of Bulgari with the rich historical tradition of Shanghai.

Flexform has collaborated with the realization of this prestigious project with the furnishing by the sign of Antonio Citterio. The scenographic bar counter is surrounded by Morgan stools, matching brilliantly with the entire room, furnished with Feel Good armchairs. The armchairs Morgan give great charm to the dining room's atmosphere. In the end, to complete the suites furnishing, the armchairs Gelsomina have been chosen.



in this page:
BULGARI HOTEL, SHANGHAI
BAR COUNTER AND
RESTAURANT
JUNE 2018

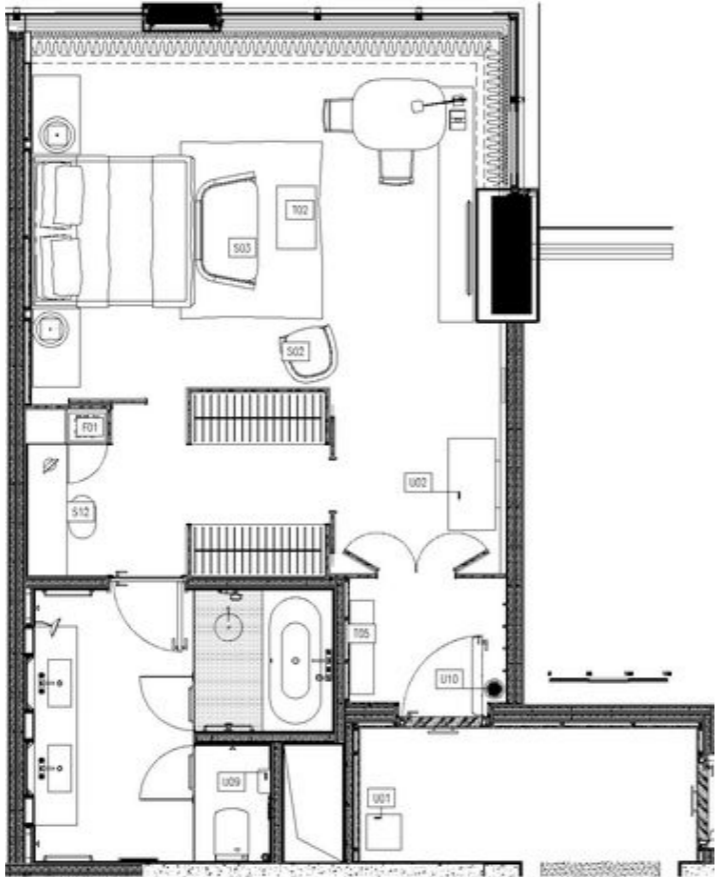
82 CAMERE

CAMERA SUPERIOR: 50MQ

CAMERA PREMIUM: 62MQ

SUITE SUPERIOR: 81MQ

SUITE DELUXE: 124MQ



in this page:
BULGARI HOTEL, SHANGHAI
PRESIDENT SUITE
JUNE 2018

strategy

Intelligent building

Artificial Intelligence

It is considered to be the new electricity, the artificial intelligence is the engine of new coming hi-tech platforms, from the new assistance systems to the machines for big data. They help building a new personalized journey and they give you a hand directly on the chat to achieve a better service. Further more they store all the collected experiences through pictures and video but also through the business datas.

IoT

Internet-of-things, the collection of data given by sensors able to record datas like body temperature, stress level, hydration and the automatic reaction to reach the aim (increase or decrease of the room temperature) or a preference pre-set-up. It is a new form of dialogue man-machine with the physical world able to higher the experience level. It represents a growing force especially in the airlines, connected with hotel rooms and the domotic systems in which IoT will be providing a better service with huge improvements for what concerns the travel experience 2019.

Voice Technology

Vocal control has already substituted the old touchscreen of several assistance systems. This is why people base their life on the speech because he is more confident with it and he can use it to purchase online or even to organize his transfers or his calendar/routine. 2018 is the year of foundation of the first hotel chain supporting vocal assistance built-in every room. The vocal recognition has big steps to do still, and different languages are not always easy to manage together, but huge investments will provide a quality improvement very soon.

Automation

A mix of softwares and hardware platforms which digitalize the tasks and the processes based on preset programs, all this does not need the man intervention anymore. Robotics and the automatization of the processes have already different uses in the hotellerie, mainly in the back-of-house but by the 2020 there will be over ten millions of vehicles without a human driver on them. It will be the biggest revolution in the transport world of the last century.

strategy
Intelligent building / control system



Self check-in/out

The most intuitive way to do the check-in inside the structure and register the personal data to permit transactions and access to the hotel areas.



Fashion events info

Tables and interactive touch totem will permit to the user to know about special events of the city and the fashion area.



Room devices control

Through the use of their devices user could open the hotel app and get in touch with the hotel systems and the room conditions even if they are outside the structure.



Security ID fingerprint

The safest way to access to the hotel room is to use the own fingerprint, an information difficult to be copied and impossible to be lost.

strategy
Intelligent building / control system / room



Fingerprint electronic door lock

The most secure way and immediate to get inside your room.



Window lock and curtain control

Security control of windows closure and automatic shutters opening.



Internal temperature control

The chance to set up the ambient temperature also automatically.



Security cameras display

The chance to look at your spaces thanks to security cams with your smartphone.



Lighting and atmosphere control

The setting of different typologies of illumination and atmospheres according to the users' mood.



Intercom display and call

Making calls to the reception or receiving messages from guests out of your room directly on your smartphone.

LAYOUT / DESIGN

diagram
conceptual explanation

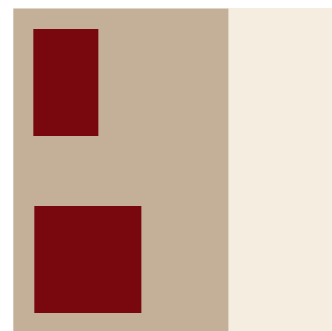
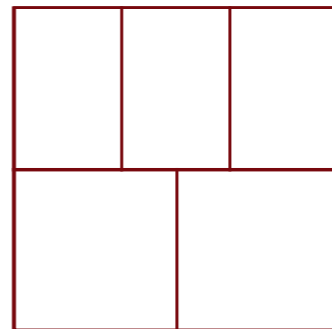
In order to obtain the best layout for a hotel suite a study diagram has been developed.

In first place we have the concept logo which represents the project.

Secondly there is a study about the user functions inside of the private space. Here below the main activities:

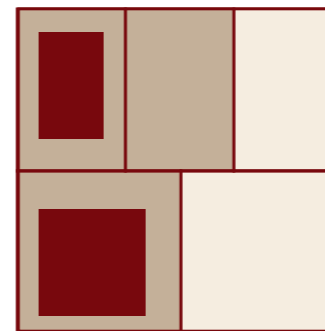
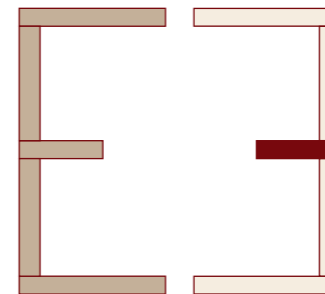
- / to be welcomed
- / relax, chills and fun
- / to wash and clean
- / to work and read
- / to sleep and get dressed

Then the spatial conformation has been analyzed and divided in "wet" and "dry" spaces considering their characteristics. The private and public spaces followed the same split.

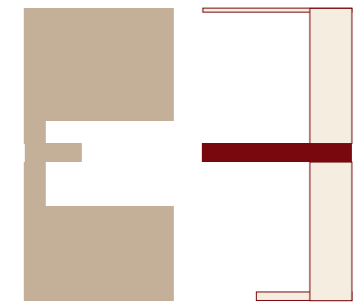


IDENTITY, SERVICES & SPATIAL FEATURES

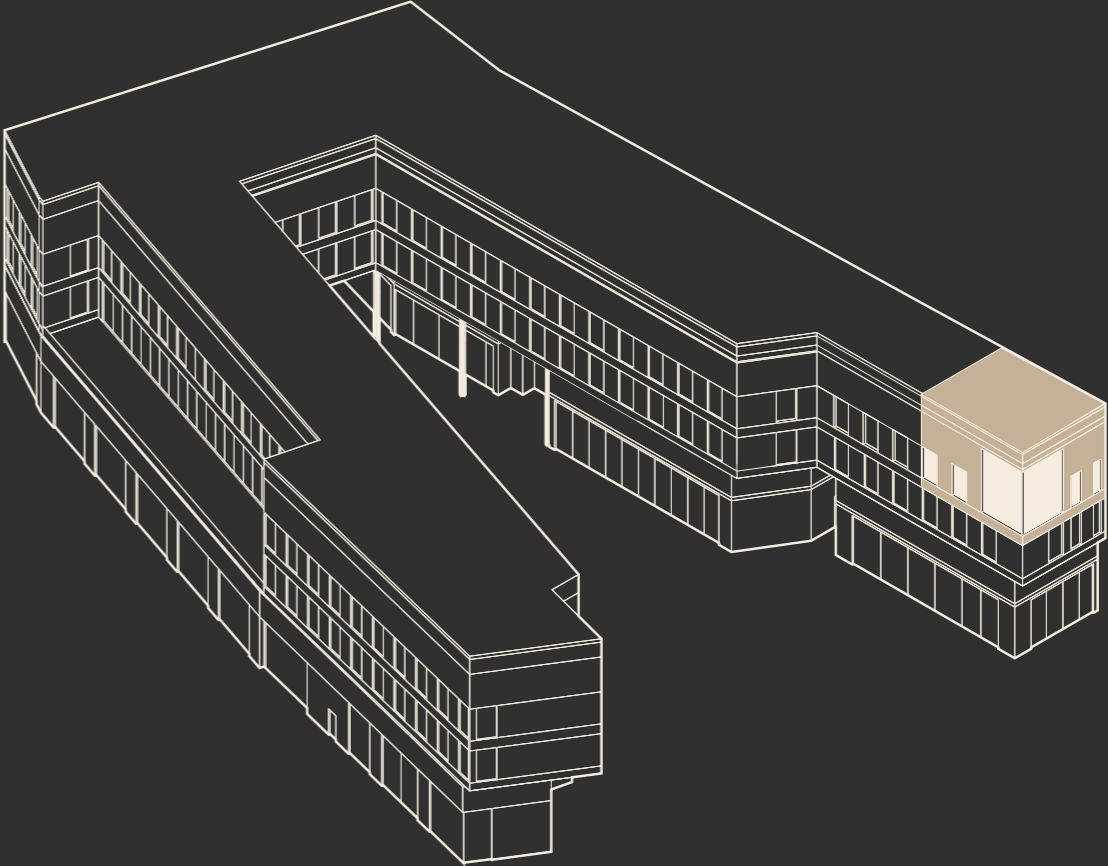
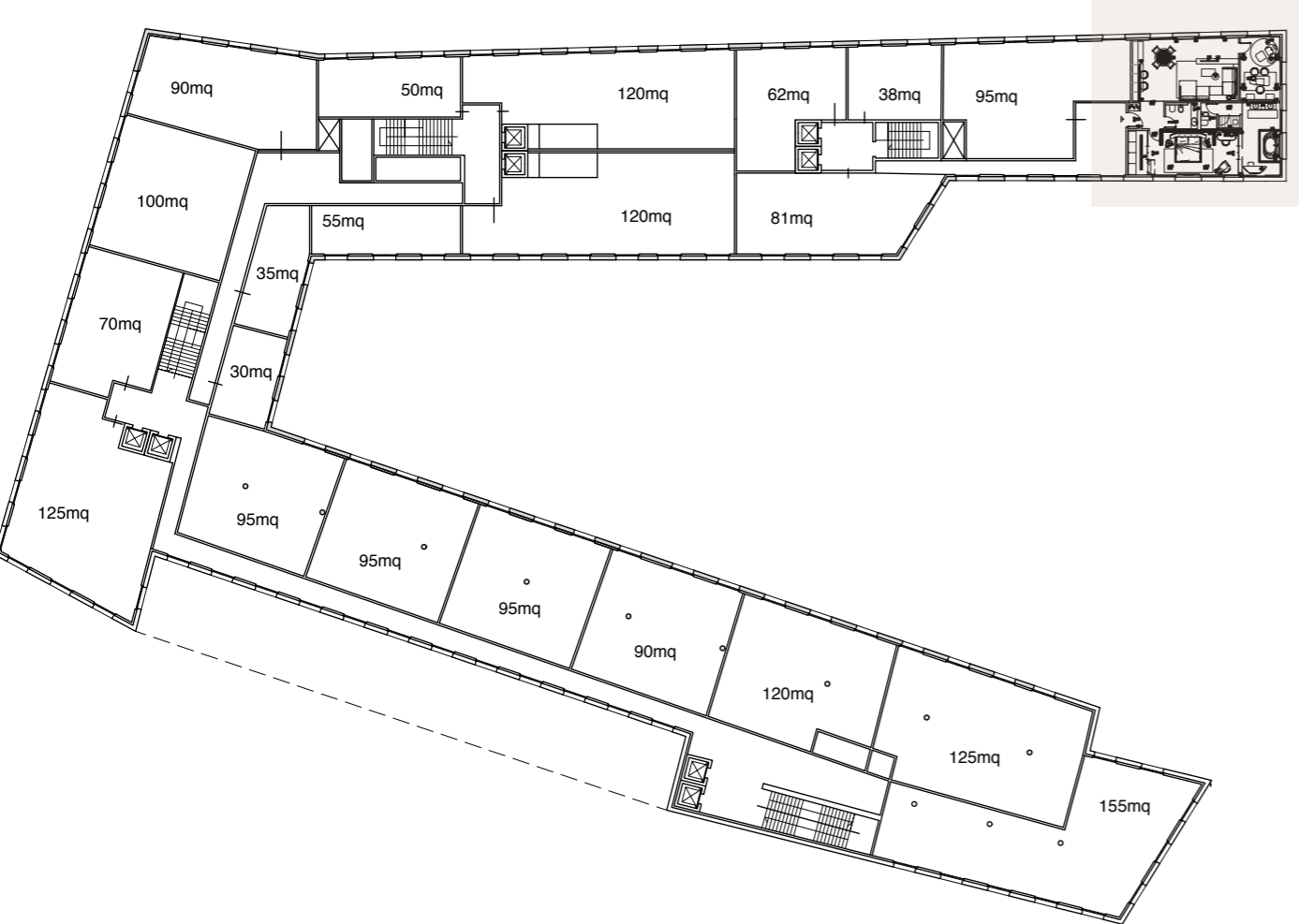
The result of the intersection of the different diagrams leads to a final layout on the right. The areas have been shaped to give more importance to some of them. The wet zone has been concentrated in the center of the room, whilst the private areas have been taken to the right side. The main entrance is in the middle, on the left, and it includes a welcoming space, which consists in a filter area between the private and the public space of the structure.



MIXING AND CUTTING PHASE



MANIPULATION AND FINAL LAYOUT

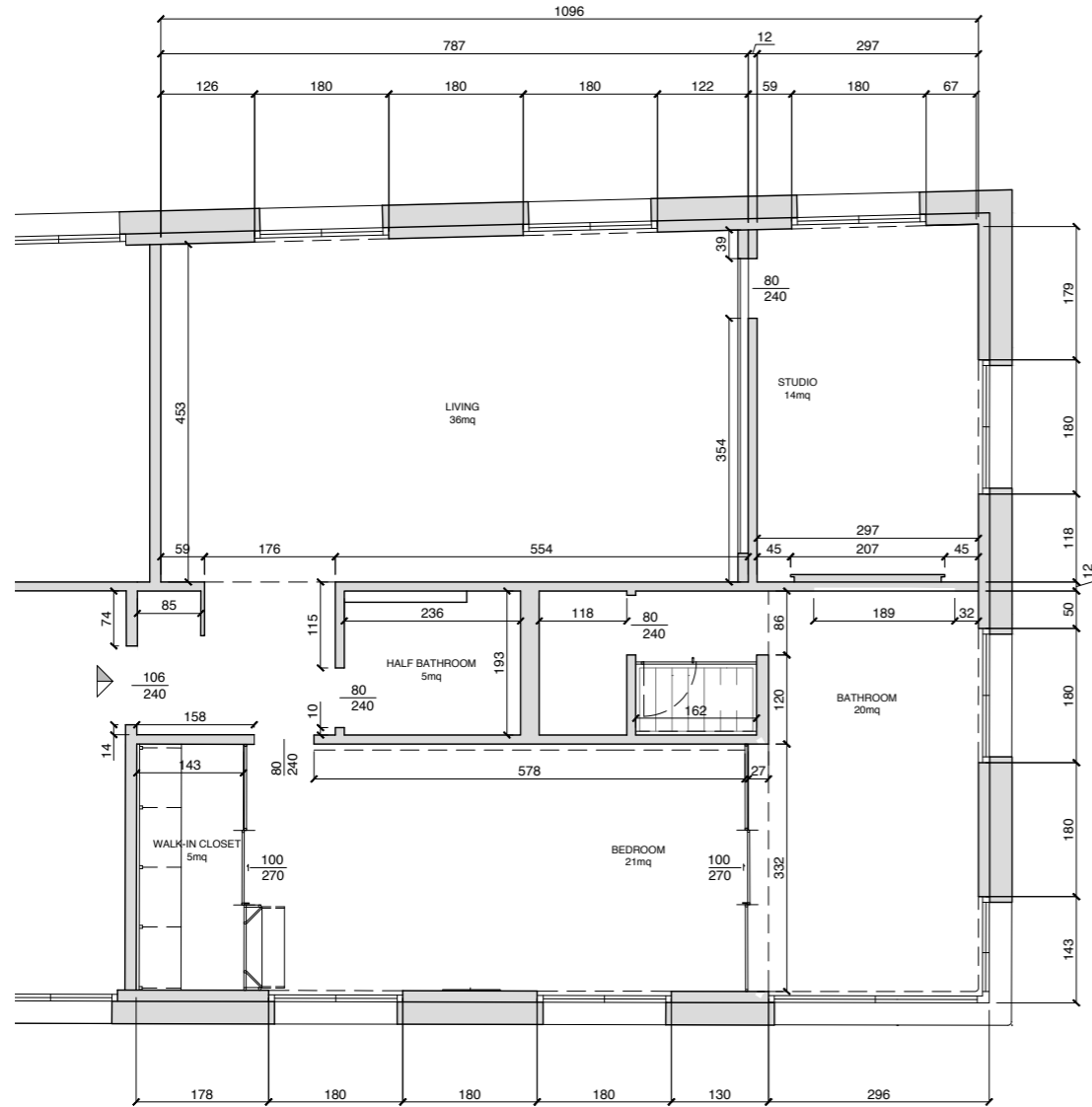


Third floor - suites
 22 suites
 scale 1:500

PREMIUM	8 suites > 100mq
DELUXE	80mq < 7 suites < 95mq
JUNIOR	7 suites < 80mq

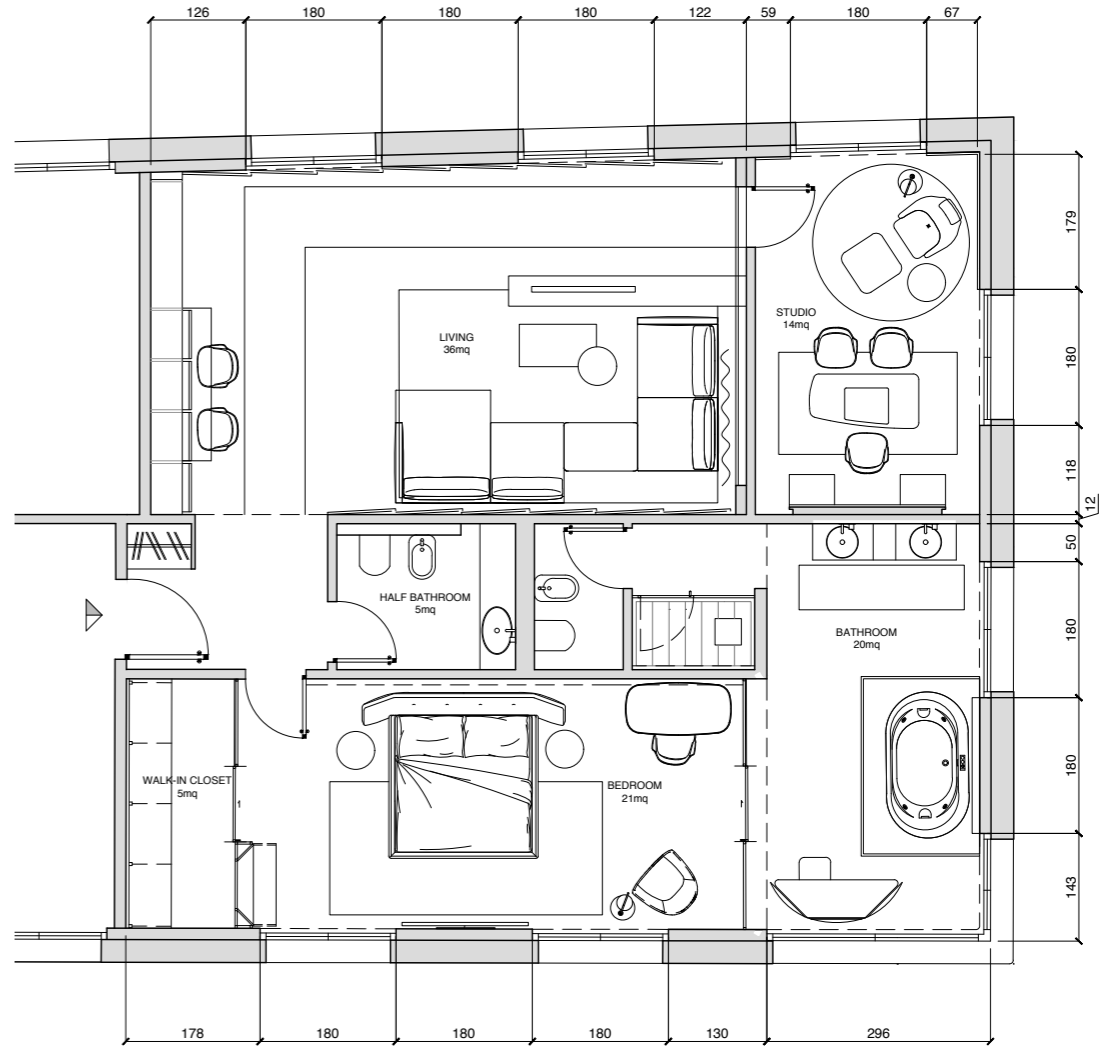


Technical drawings



PREMIUM ETEREO SUITE

110mq
scale 1:100



PREMIUM ETEREO SUITE

110mq
scale 1:100



materialboard



FLOOR



WALLS



FINISHING



HOTELDESIGN

in this page:
HAUTE COUTURE
YIQING YIN / SPING 2016
D&G, 2016 COLLECTION



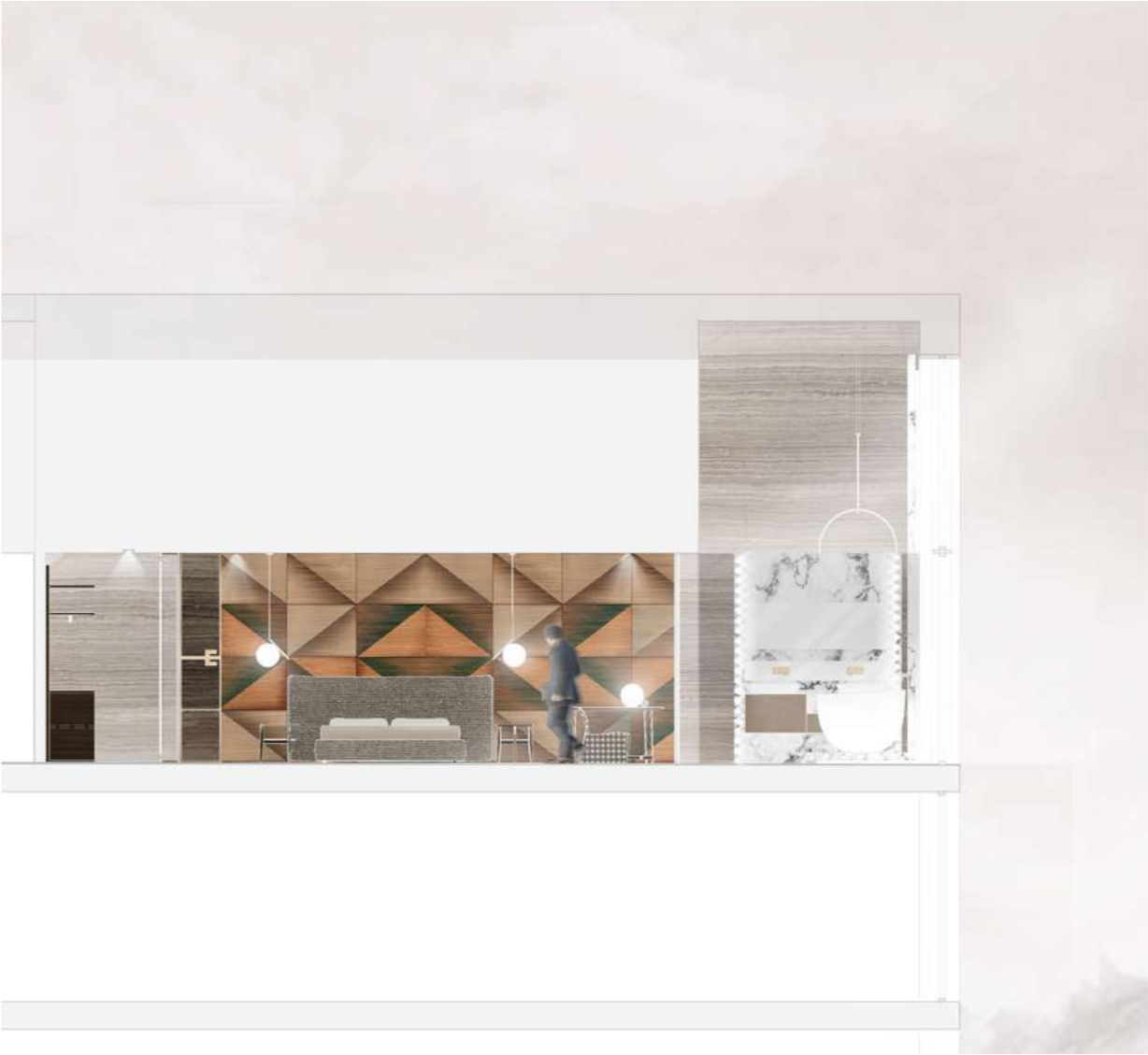
materialboard
INSPIRATIONS

.06 PROJECT / ETEREO SUITE

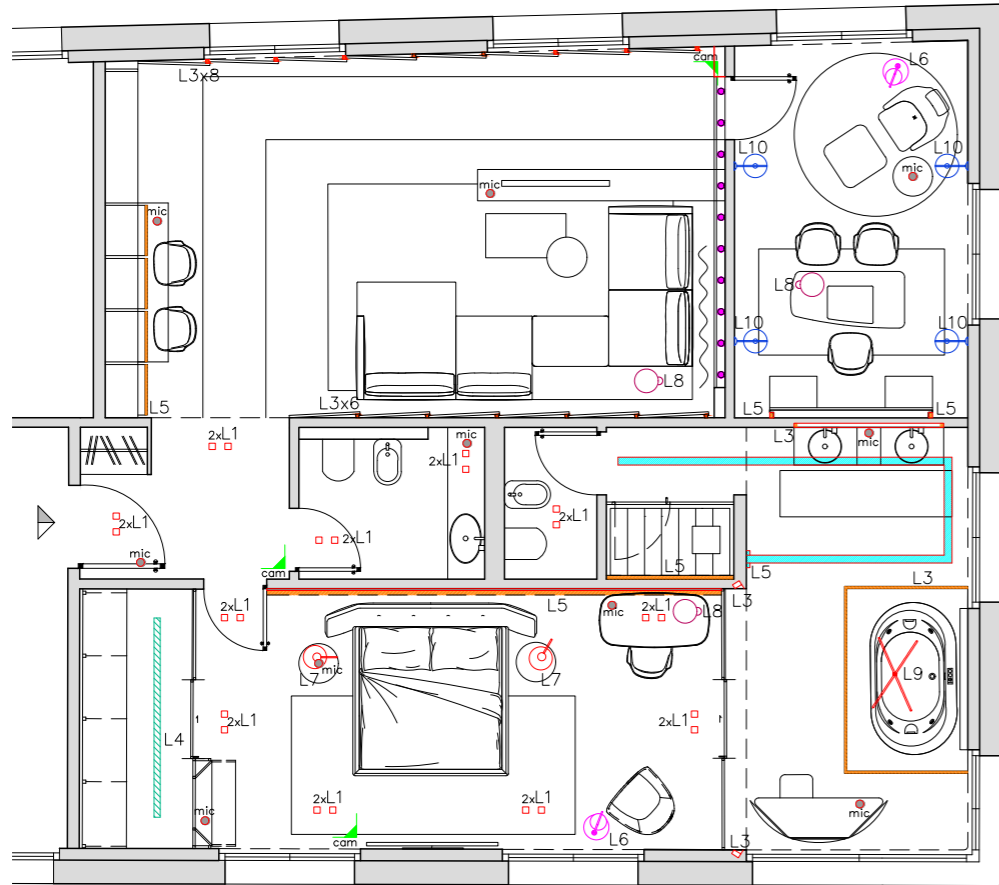
in this page:
HAUTE COUTURE
CALACATTA NUOVO 5131
LAGERFELD FOR CHANEL 2014



Plan & sections



Lighting project

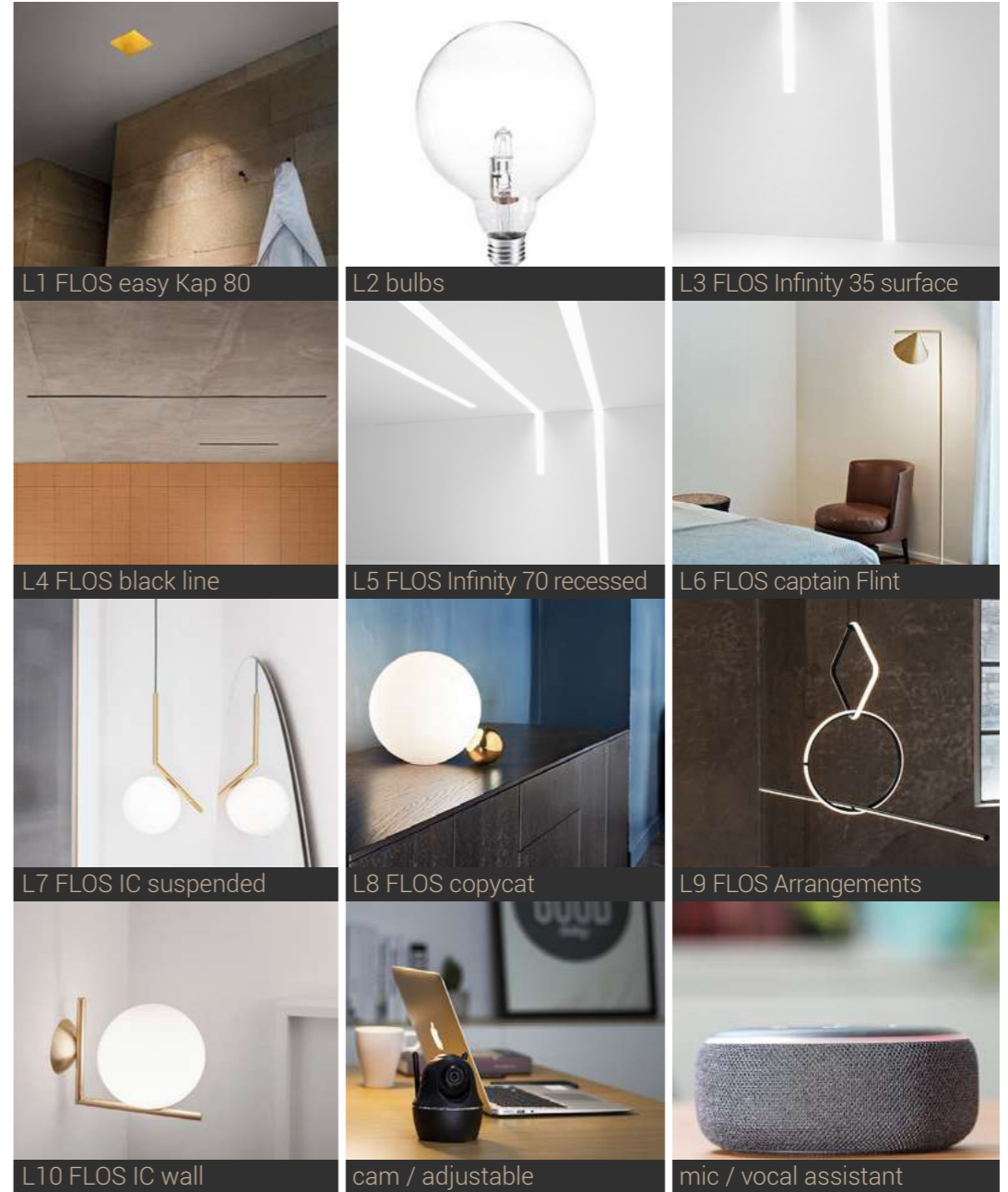


LIGHTING PROJECT

110mq
scale 1:100



LIGHTING FIXTURES / SMART HOME



App / UX room systems control

In order to control the apartment even from outside of the room an app has to be downloaded from the market place and set-up with the room and guests information (how many guests' devices to be set-up, fingerprint registration, vocal assistant recognition).

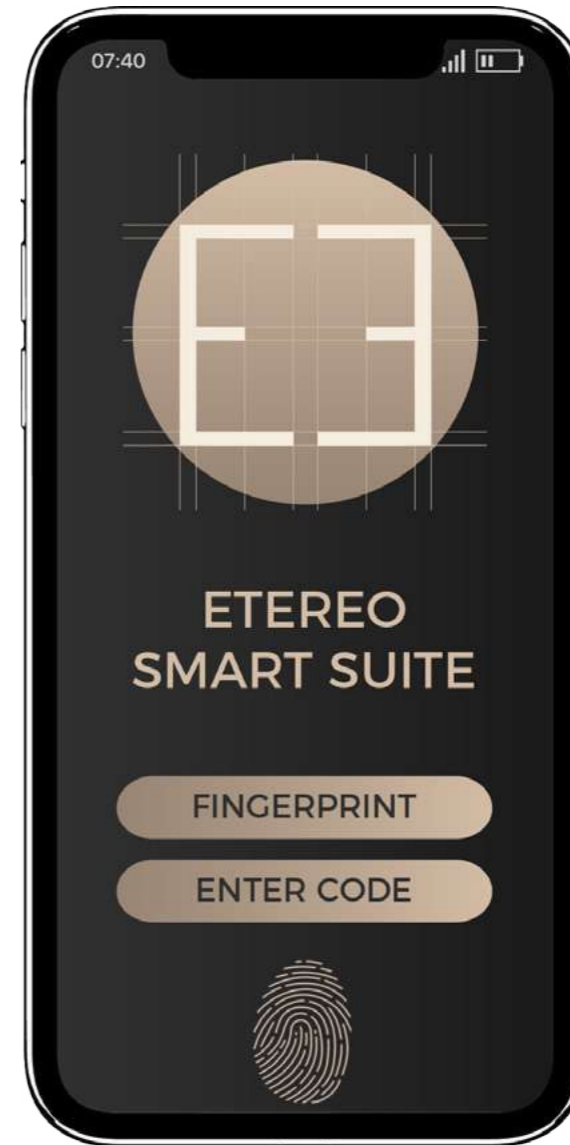
The app will get the access to the remote control of different systems inside the room: security cams, heating, lighting, hydraulic, intercom, windows opening and curtain. Everything will be able to be set up just with swipe or with a vocal command.

Here some examples and scenarios:

/ coming back in the room and find a hot water bathtub ready to be used, as half an hour before the guest sent the command to fill the tub with hot water by a certain timing.

/ the possibility to control with security cams the room even outside the structure simply going on the app, or receiving a notification if any cam perceive a motion while the apartment was supposed to be empty; or simply to check if the pet left in the apartment is good or needs something.

/ to create different lighting atmospheres inside of the space, choosing which one of the lighting presets to adopt.





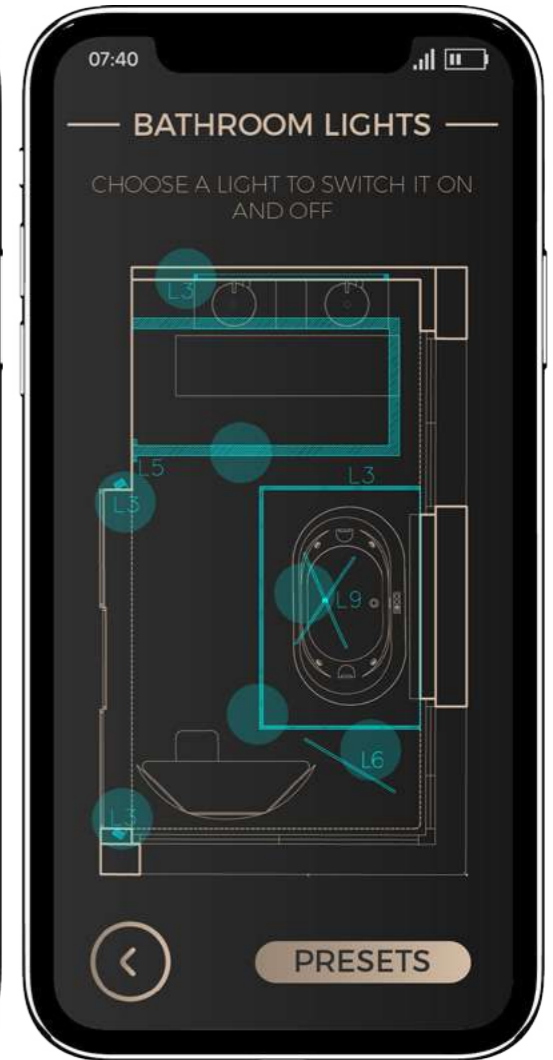
After the log-in the app will make the user choose a system to open and control



In this case the lighting bulb has been selected and chosen by the user.



A simple and intuitive suite diagram will appear, again the user got to choose a room



Switch the lights on and off, dimmer them up or down simply pressing on the plan view or otherwise choose PRESETS.

Lighting can seriously change an ambient atmosphere. On one hand It can be chosen a strong dramatic effect, on the other hand indirect and diffuse lighting, which helps relax the eyes; or again change color temperature. There are a lot of opportunities that the user is free to discover and play with.

Saving the presets can be a smart way to save time and choose the right lighting balance and dimming of all the fixtures in the room. Adding a personalized name can help to remember the kind of atmosphere desired or the task to do during that timing.



Renders



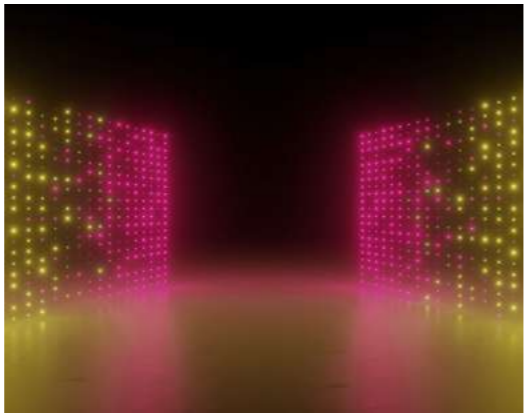
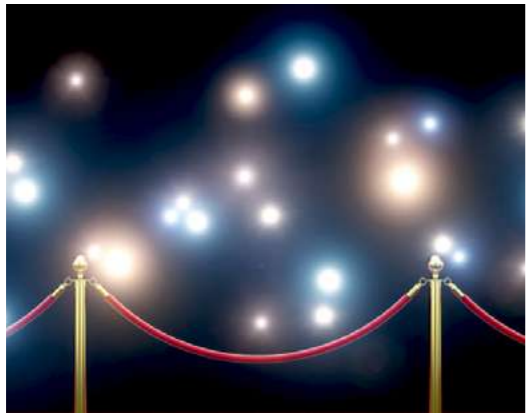






HOTELDESIGN

FLASH



PATH



HOTELDESIGN



07



O/MIRROR

.07 PROJECT / O-MIRROR

O-MIRROR

O-mirror is a smart furniture piece, not a simple changing room roof-to-ceiling. It wants to represent the new hi-tech way to get dressed in a microspace of total intimacy and where to discover the new trends without take your clothes off thanks to the Augmented reality 3D cameras installed in the mirror and in the metal structure. It is

provided of an OLED lighting system, which can be modified. It also interacts with you and your apartment when it is closed and it is powered-up by the technology of Samsung. The back side communicates with the closet, two diffusers spread essential oils in all the ambient.

LIGHT / DESIGN

case studies

Lighting design

Usually lighting is a really well-considered task in a design project, because the result that it can give inside of a fitting room depends on the type of light and what the user think about what he looks at the mirror's reflection. The main factors to consider are:

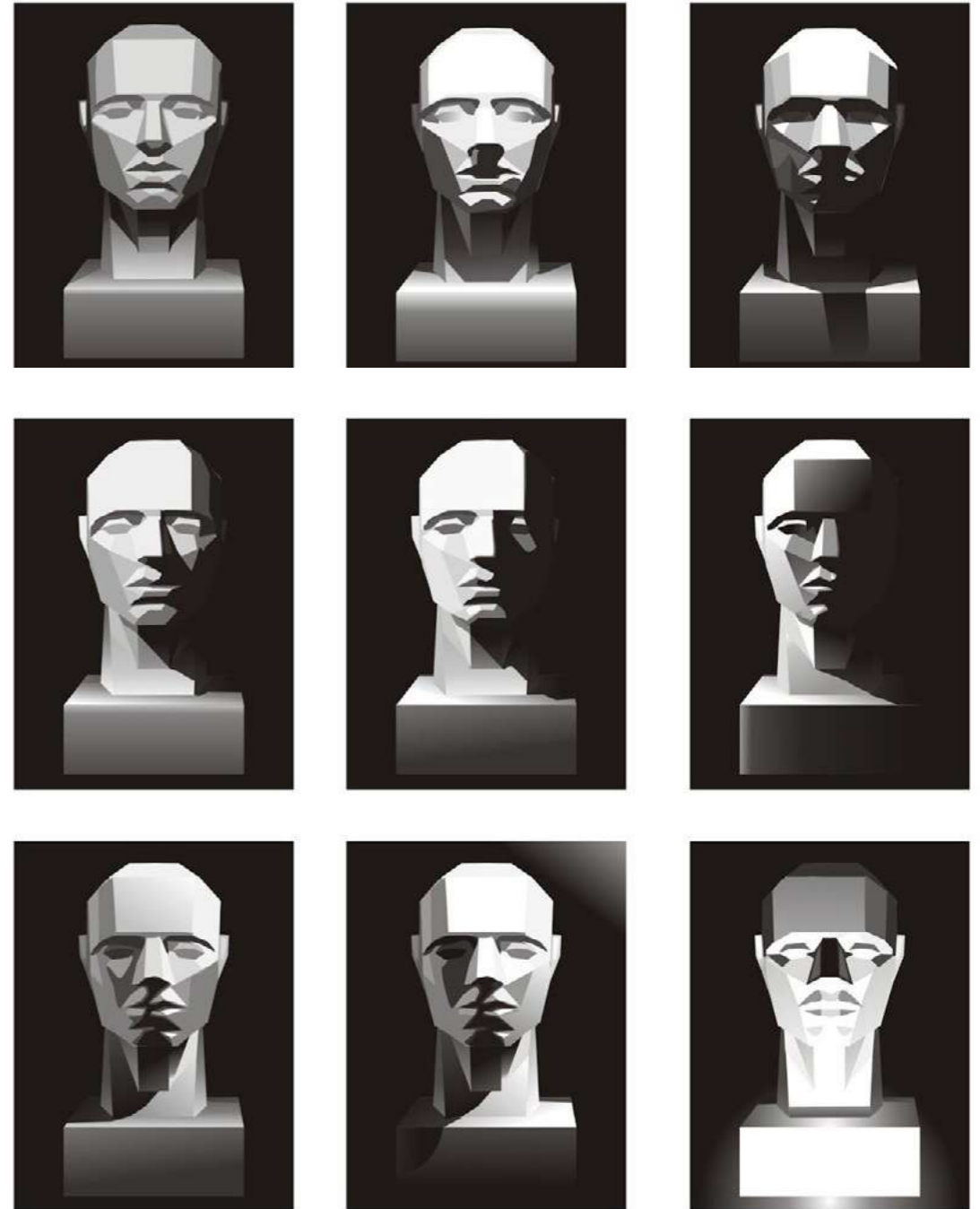
- / The position of the lights;
- / The type of light;
- / The number of light fixtures;
- / Ambient light;
- / The color rendering index;
- / Direction of light.

According to good lighting design a perfect

project should guarantee at least a couple of lighting directions (ambient, direct/focus). The drama effect given by zenit lights or lights coming from the bottom must be avoided. The perfect light must be indirect/diffuse and frontal to the subject, in order to hide the shadows. A good CRI must be guaranteed choosing a good lighting fixture (LED or newer) without overheating the ambient.

To the right is shown a lighting study about the different lighting effects on a human figure. The angle of a focal point light keeps changing, coming from different directions.

in this page:
SCULPTURAL INTERPRETATION
LIGHTING DIRECTIONS
©AUTHOR



HI-TECH

case studies

OLED by Samsung / Retail Asia Expo 2015

Presented at Retail Asia Expo 2015, the OLED display by Samsung is no more a pure style exercise but reality that will get in the luxury asian retail field. A display able to be transparent and another one able to reflect the images with the augmented reality too.

Samsung hopes these displays will be used in digital shopping, allowing customers to digitally try on clothing and accessories before they buy. The displays are outfitted with 3D cameras that are able to track shape and motion, which would take live video of the user and overlay the selected product, creating what Samsung calls a "virtual fitting room."

The new Samsung Display OLED panel technology provides a digital viewing platform for making the consumer purchasing experien-

ce more visually engaging. When Samsung's OLED display technology is integrated with Intel Real Sense camera technology, a visually interactive closet or "self-modeling" wardrobe is created that can enable consumers to virtually "see" clothes or other retail items from an extremely realistic, customized perspective.

Together, the two technologies create a "virtual fitting room" that will be used to help consumers vividly see themselves wearing clothing apparel, shoes or jewelry that they might wish to buy. The Samsung Mirror Display may also replace home mirrors in the future, providing digital information services to sophisticated consumers in the same space where they now just have a traditional mirror.

in this page:
TRANSPARENT AND MIRROR OLED DISPLAY
VIA SAMSUNG DISPLAY,
2016



abstract / diagram

O-mirror



TOUCH

O-mirror is more than a simple changing room. With its small cabin-box roof-to-ceiling look it wants to represent the new hi-tech way to get dressed in a microspace of total intimacy and where to receive a first good glance of your look before going out, a place where to discover the new fashion trends without take your clothes off thanks to the Augmented reality 3D cameras installed in the mirror and in the metal structure. With an innovative OLED lighting system which can be modified according to the ambient illumination. O-mirror interacts with the customer and his apartment even when it is closed and it is powered-up by the technology of Samsung.



SMELL



VISION

/ From the outside the touchscreen gives control on the room and gives access to the Internet.
 / The main surface is a smart display with frontal camera 3D which recognizes the human figure and dress it up with the VIP boutique collection chosen;
 / On the two sides there are two mirrored surfaced OLED (which can be a lighting supplement at the occurency);
 / On the top a diffuse lighting fixture is placed;
 / When O-mirror is opened the two door panels can be hanger too;
 / The back side communicates with the closet, two diffusers spread essential oils in all the ambient.



DIGITAL

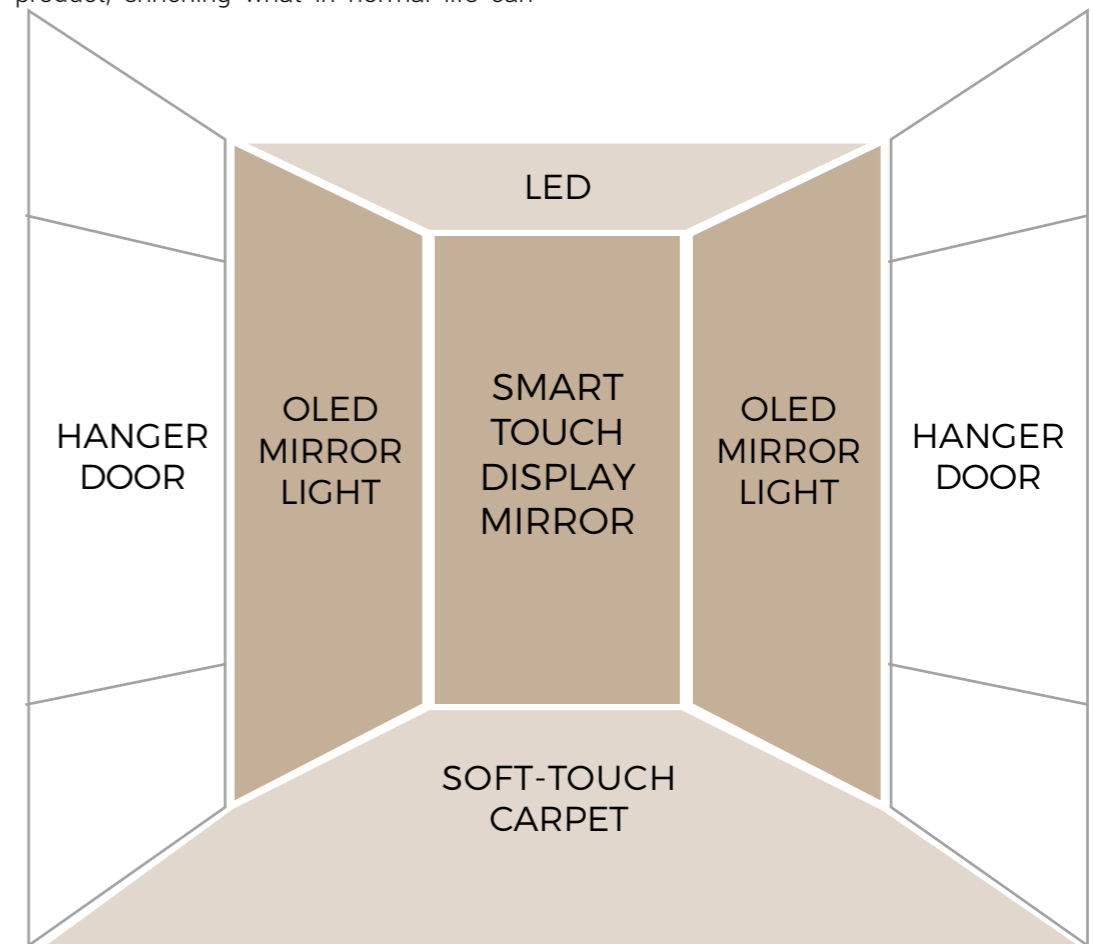
.07 PROJECT / O-MIRROR

Nowadays evreything seems to be connected and customers are looking for brand new experiences of living. This project takes the energy from this need, which comes from the nature of this consumistic millenials age. Technology can seriously affect our way of living and the experience we are trying on.

This project's aim is to offer a personalized fashion-centred experience taking one of the most representative item in the fashion field and to transform it in a smart furniture product, enriching what in normal life can

be simply described as "look at yourself in mirror". O-mirror becomes a full-equipped changing room which can be used closed or opened to create an intimate space inside the bedroom. It wakes up different senses and different kind of interactions.

This smart device will can even be connected to the VIP boutique store and show the customers the collections able to be rented or purchases in store at the first level. This give a new kind of dimension of possibilities the user can interface with.



MODERN

INTERACTION

moodboard
MIRROR/EVOLUTION



VINTAGE

TECHNOLOGY

diagram / functions

O-mirror



MIRROR

The common using of a floor-to-ceiling mirror to stare at your person full-figured in a intimate cabin.



HANGER

Two glass-door racks upon which it is possible to hang the clothes taken from the wal-in closet.



LIGHT

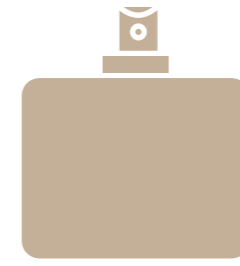
Three OLED panels with a >90 CRI with the last lighting technology available on the market, diffuse and direct light to guarantee the best results.



HANGER

MIRROR

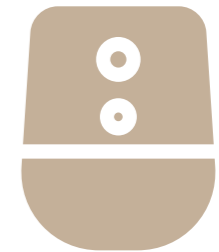
LIGHT

PERFUME
DISPENSER

At back side a perfume dispenser located inside the closet gives the right fragrance to all your clothes.

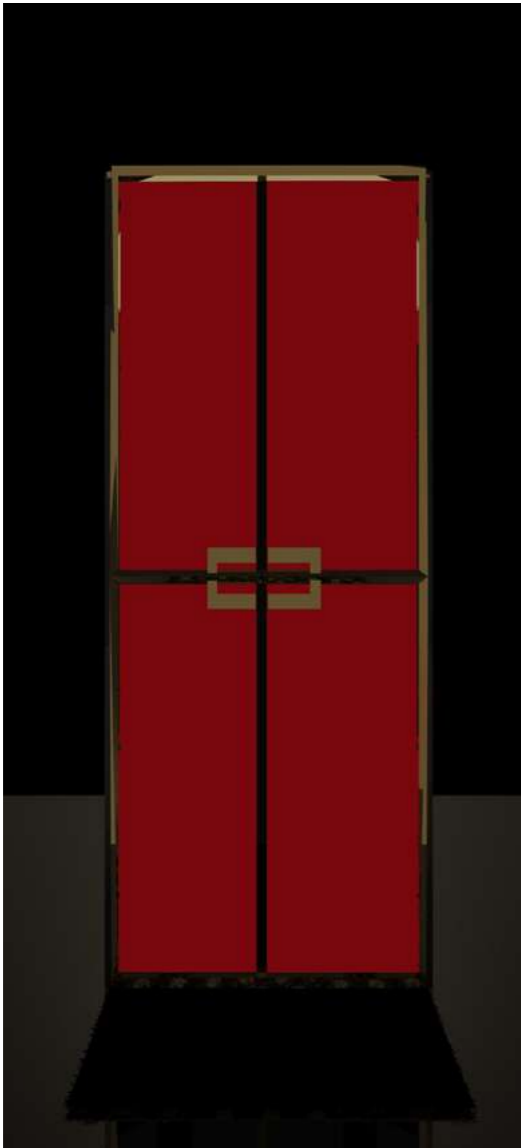
DOUBLE
DISPLAY

A fumé-transparent glass display on the opening doors of the cabin; a mirrored touchscreen smart display with a 3D camera able to dress you up and be connected with the VIP store.

SMART
HOME

A smart home technology able to accomplish any task just with a simple vocal wish.

concept / the digital experience
O-mirror



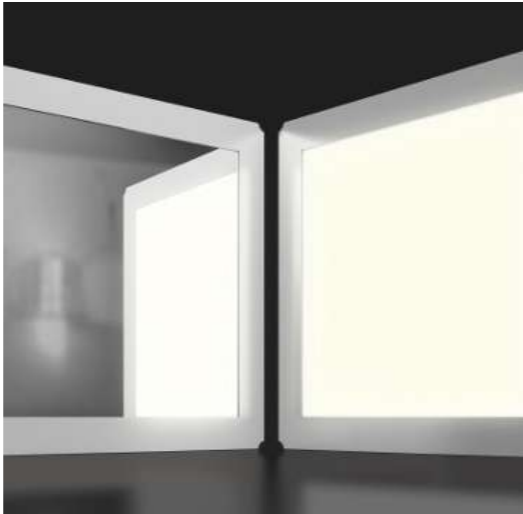
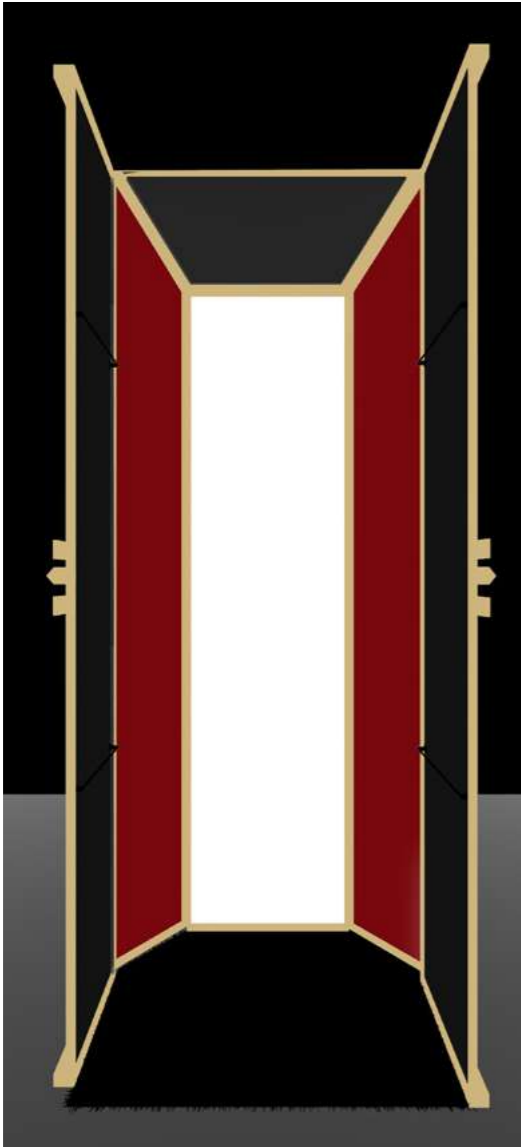
As a closed cabin the screen on the outside can give you info about your day, the weather and control the suite systems and lighting.



in this page:
RALPH LAUREN
OAK LABS FITTING ROOM, NYC 2016

concept / the digital experience
O-mirror

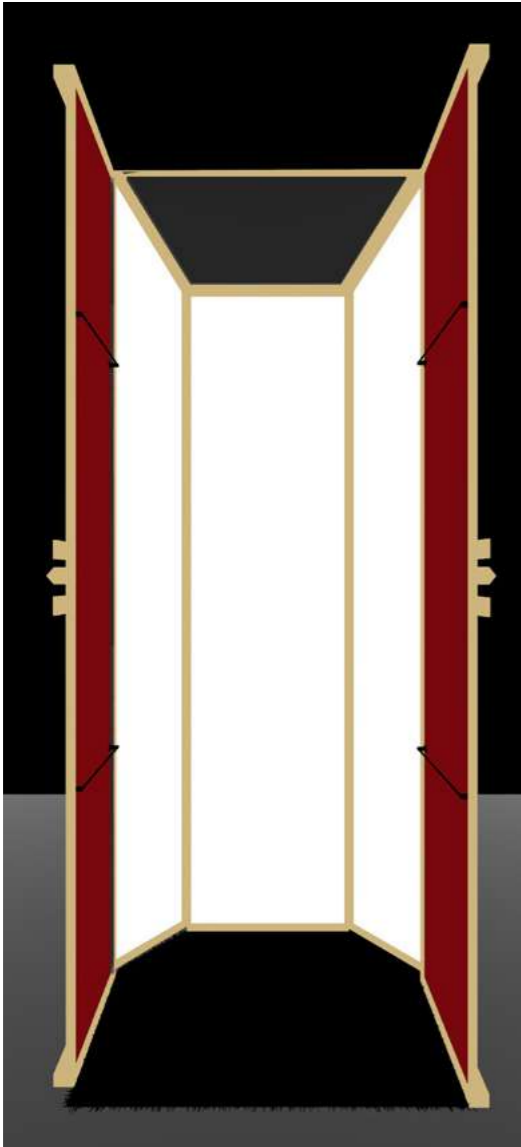
at the top:
OLED PANEL BRITE FL300WN
PHILIPS/LUMIBLADE
2016



Opened up it reveals its three mirrors and an OLED film on the top. If more light is needed with a vocal order the two sides switch on.



concept / the digital experience
O-mirror

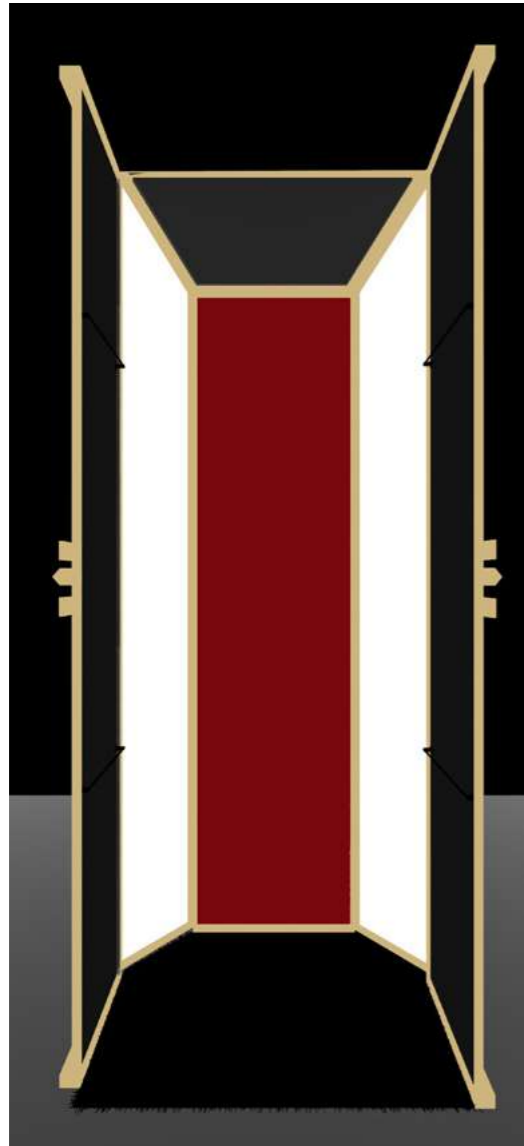


The glass-door have hangers on the inside, so the user can hang and put inside the clothes he chooses.



concept / the digital experience

O-mirror



Thanks to a 3D camera AR software it is possible to connect to the VIP boutique server and choose a look from the catalogue.



in this page:

MIRROR SIGNAGE
LG CORPORATE
2014



ETEREO BOUTIQUE DRESS UP



SCROLL AND CHOOSE
YOUR STYLE, THEN
CONTINUE

case studies

Ralph Lauren / store in NYC

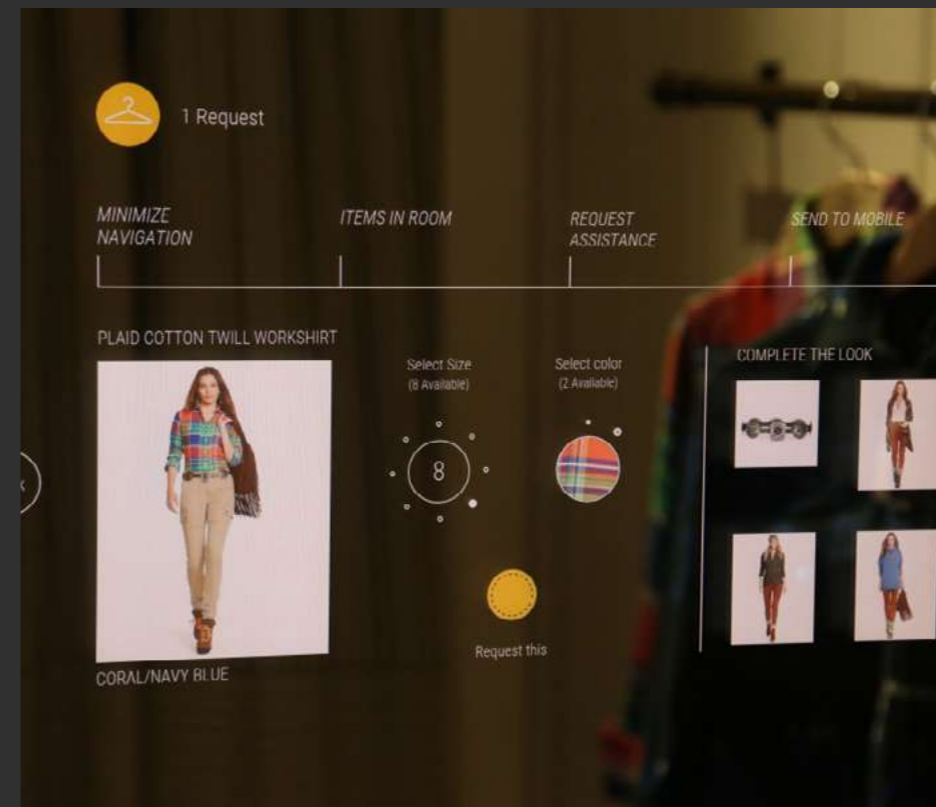
HI-TECH

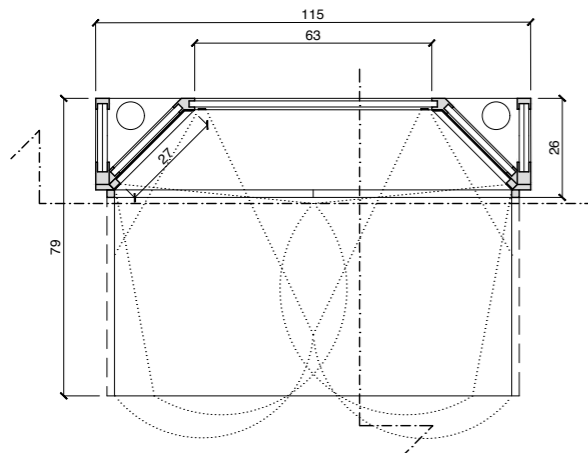
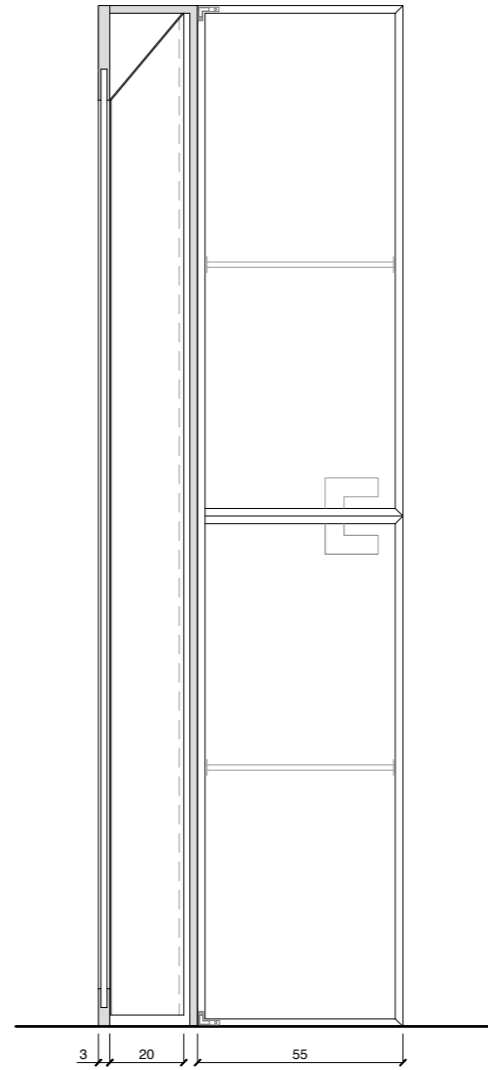
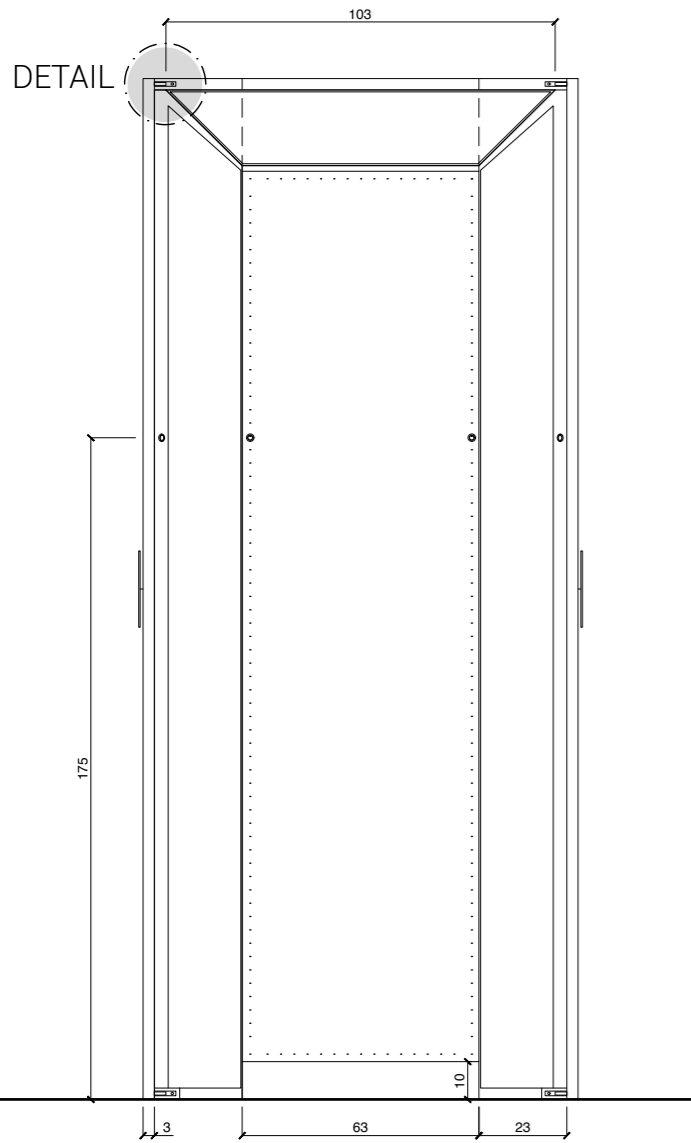
The dressing room lights brighten when a customer enters and can be adjusted to imitate different environments, such as dusk or a club. The dressing room mirror shows images of the clothing the customer is carrying when they enter the dressing room. A button in the dressing room also lets customers alert a sales person to their needs. The interactive mirror allows consumers to see the products in question in different sizes and colors, and provides styling recommendations based on the products selected.

Ralph Lauren's the latest retailer to get interactive in its dressing rooms. Prada, Nordstrom and Macy's are three of the major brands to have experimented with this smart change room technology, which beyond adding layers of engagement to the customer experience also collects valuable data on customer product selection and purchase.

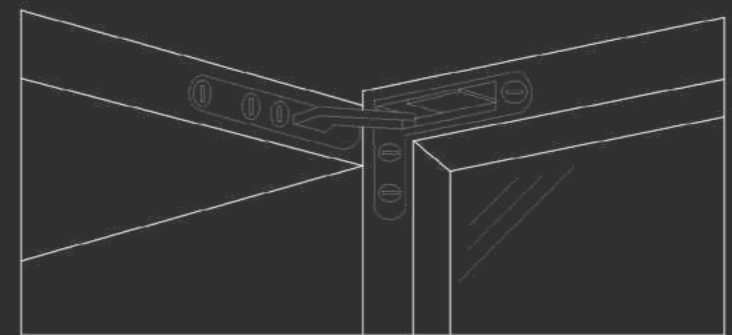
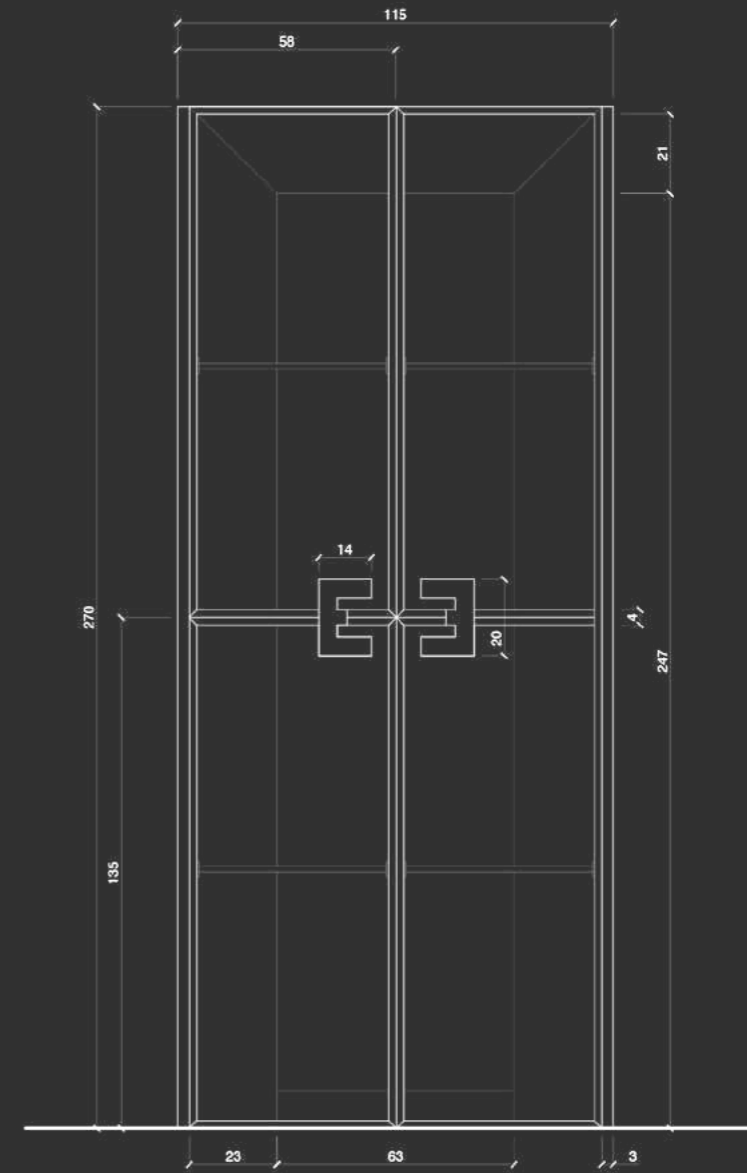
In the ongoing battle to build stronger, more engaged customer relationships, you can bet more smart retail brands will be looking to this kind of technology.

in this page:
RALPH LAUREN
 OAK LABS FITTING ROOM, NYC 2016





scale 1:20
1m 0



DETAIL
scale 1:5

product details O-mirror

DOUBLE TRANSPARENT
DISPLAY

SOFTTOUCH MAT


OLED LIGHTING PANEL

INSIDE HANGER

OLED MIRRORED PANEL

SMART MIRROR



In collaboration with 



close / open
O-mirror



08



CONCLUSIONS

.08 CONCLUSIONS

Etereo wants to leave a trace on the Lombardy's territory and this is why it is strongly built on part of the Regione Lombardia's initiatives, listed in the 2019 regional promotional tourism program. It is linked to the fashion points of:

/ innovation;

/ matching between students and companies system;

/ promotion of fashion as a marketing driver through events also connected to the local companies, the suburbs are seen as a natural extension and fashion enhancement opportunity;

/ constant relationship with the stakeholders.

Hospitality needs to be declined to users' needs and their behaviors, which have been deeply influenced by a brand new digital lifestyle, we are always connected and online. Nowadays thanks to globalization,

which brought a rise in tourism and luxury tourism too, a lot of new hospitality concept models came out, linked to the experiential way to live a space, an atmosphere and its services.

A project has also to be linked to its context and to leave something for the future. Giving a new appeal to the city of Legnano, a strategical crossway between Milano, Rho-Fiera and Malpensa, would increase the business for new companies and it would support the existing fashion brands already working on the site. It has a strategical value and Etereo wants to take advantage of it giving a new meaning to the suburbs, requalifying an area which today has no function linking the existing companies through a net of services in order to give shape to a unique organism. Etereo is a pilot project, able to be spread like a modular system in all the territory in order to spread and give a totally new hi-tech experience of the iconic Italian style.

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Acknowledgements

Alla fine di un percorso segue spesso l'inizio di uno nuovo, e anche in questo caso concludo il mio percorso universitaria al Politecnico di Milano per concentrarmi su quello lavorativo.

In primis mi sento di ringraziare me stesso per avere sempre dato il massimo in ogni cosa e in ogni circostanza, magari con un po' di ritardo sulla tabella di marcia pronosticata, ma sempre col massimo della resa.

Vorrei esprimere tutta la mia gratitudine al mio relatore Francesco Scullica, che nei sei mesi di preparazione alla Tesi mi ha seguito costantemente accompagnandomi durante il lavoro di elaborazione della tesi.

I miei ringraziamenti vanno anche a Regione Lombardia per il supporto tecnico ma anche morale che l'assessore Lara Magoni ha saputo darmi durante il nostro incontro.

Ringrazio i miei genitori e la mia famiglia, per la loro immensa pazienza e il sostegno che mi hanno sempre dato incondizionatamente.

A Gigio va tutta la mia riconoscenza per il sostegno morale ricevuto, hai sempre saputo come calmarmi, viziarmi e darmi una botta di autostima quando serviva.

Ringrazio Francesca, per l'aiuto e i consigli sul il mondo del fashion e del made in Italy, grazie per il tempo e la dolcezza che ci hai messo, questo lavoro è anche un po' tuo.

Ringrazio Stefano per riuscire a leggermi con uno sguardo, confidente e life-coach: severo ma giusto. Grazie per avermi saputo spronare a tuo modo in un momento in cui mi ero perso e per il sostegno incondizionato.

Ringrazio Juanito, Begum e Alice per essere stati dei compagni indimenticabili e formidabili, capaci di insegnarmi tanto e sopportarmi durante questi anni in cui abbiamo condiviso lo stesso percorso.

Dulcis in fundo i miei compagni di squadra, la mia seconda famiglia, che mi ha accompagnato sia sul campo che fuori dagli spogliatoi e che in particolare quest'anno mi ha regalato emozioni e soddisfazioni inimmaginabili; vi ringrazio per la simpatia e la buona dose di ignoranza e trash di cui non potrei mai fare a meno.

Grazie a tutti voi questo lavoro non è stato solo svolto con passione ma con gioia.
Grazie di cuore.
Marco

“Crederci sempre, arrendersi mai”

/Ventura S./

